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Advertising Age

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AAF enters fray

FTC siege by Congress to run into '80

By RICHARD L. GORDON

WASHINGTON—Congress last week began the process of taking the Federal Trade Commission apart piece by piece but the surgery may drag on into the new year before it's over.

FTC critics in the House easily swamped commission supporters to approve an amendment that would kill FTC's proposed funeral sales rule. The vote was 223 to 147.

The House broke off action on FTC until after Thanksgiving, however, shifting the political action to the Senate this week where the commission faces even more serious trouble.

The American Advertising Federation jumped into the Senate fight by throwing its support behind a controversial bill that would not only kill more of FTC's controversial rule proposals—such as the children's tv ad rulemaking—but also rewrite FTC's basic authority over advertising.

Senate consumer subcommittee chairman Wendell H. Ford (D., Ky.) introduced the legislation earlier this month (AA, Nov. 12). While he delayed pressing for a vote last week, his aides said the senator is determined to have the full Senate commerce committee vote on his plan this Tuesday.

• Senate and House leaders aren't banking on an early resolution of the FTC debate. They have lined up behind an emergency FTC budget measure that would keep the commission in cash through next March 15, giving Congress more time to debate its FTC options. FTC's current spending authority ends this Tuesday.

While suggesting technical improvements, the AAF is standing behind the most controversial sections of Sen. Ford's bill that would: Bar FTC from acting against "unfair" ads and limit the commission's advertising author-

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Elsie moo-ves back into ad limelight

By SAM HARPER

NEW YORK—During the Great Depression she was a mere calf, in the '30s she graced milk containers with her cheerful face and daisy-chain necklace, and in the '70s she all but disappeared.

But starting next year, Elsie will return as the central character in Borden Inc. dairy and services division's marketing plans.

"Borden is going to get back to basics," said Thomas Hagerty, vp-marketing for the dairy division. "Elsie is a familiar face in a sea of sterile corporate logos and is essential to the simple, honest image Borden wants to project in the '80s." The exec said Borden intends to lead the dairy industry out of flat sales by capitalizing on emerging growth markets.

The jovial vp for the Houston-based marketer said that the smiling cow will debut in an in-store promotion touting Borden dairy products as the products of the U.S. Olympic team. The effort includes an offer of t-shirts and sweat shirts printed with the flag of the buyer's choice. Profits from the offer will be donated to the U.S. Olympic Committee. Advertising is slated for 20 markets this winter.

• Mr. Hagerty told ADVERTISING AGE that the promotion effort will be used as a "springboard" for a much larger corporate campaign to break later in 1980, also using Elsie as the central character. "Elsie's going to be right there in the middle of it all," Mr. Hagerty said. Though Borden and its agency, Della Femina, Travisano & Partners, would not be specific about ad plans, they did say that the 1980 corporate effort would be similar in theme to the current Pepsi and Coca-Cola commercials.

Speaking of Borden's advertising budget, Mr. Hagerty said the dairy division is reversing its history of limited spending. Ad expenditures in 1978 were a fraction of what they were in 1950 ... "something that will definitely change in 1980," he indicated. The dairy division's current ad budget is pegged at $5,000,000.

The division's milk, ice cream, cream and fruit beverages accounted for about 28% of Borden's $3.8 billion in sales last year, or about the same as the company's foods division. Borden's chemical division and international division account for 24% and 20% of sales, respectively.

The real Elsie

Mr. Hagerty cited the growth of the youth market and the health market as major reasons for the new advertising and promotion thrusts. "By getting involved with the Olympics we are going to attract the attention of the youthful and the healthful," Mr. Hagerty said. "There are big markets out there that we want to get to, markets that have been dominated by soft drink manufacturers for too long." He added, "By the time the 1984 Olympics roll around, we plan to be a force among the young."

Mr. Hagerty also pointed to the need for leadership in the dairy industry as a primary reason for Borden's coming marketing efforts. "Sales in the dairy industry were pretty flat last year. Not bad, but not great. On the whole the

(Continued on Page 91)

Advertisers say 'Oui' to the new look, Hef not sure

Playboy one-shots may yield new books

By JACQUES NEHER

CHICAGO—Playboy Enterprises is planning to publish up to six new one-shot special interest magazines in the next two years that founder Hugh Hefner said could be eventually converted into monthlies.

The first special interest entry, tentatively titled *Playboy's Guide to Electronic Entertainment*, will be published next June, ADVERTISING AGE learned.

It will be 128 pages and contain editorial on stereo hi-fi, home computers, videotape recorders, videodisc and other state-of-the-art home entertainment gadgetry. The issue, which coincides with the Consumer Electronics Show, will be mailed free to Playboy's 2,200,000 home subscribers. Another 200,000 to 300,000 copies will be printed for newsstand sales, with cover prices to be tested at $1.50, $2 and $2.50.

The second special interest book, *Playboy's Guide to Fashion*, will be published next October. Two other guides, on photography and automotive, are being planned for the spring of 1981, while the company is more tentative about books concentrating on travel and food and drink.

"We're looking at these as one-shot spin-offs in areas where [*Playboy's*] ad support has been particularly strong," said Mr. Hefner at the company's annual shareholders meeting here last week. "They may well end up being repeated the following year, and then maybe quarterly or perhaps even monthly. It seems the sensible way to go."

Ad director Henry Marks later told AA the special interest books were originally conceived as an additional service to *Playboy* subscribers because "there just wasn't space in *Playboy*" for the service-oriented editorial the magazine wanted to provide.

But now Mr. Marks sees the possibility of the spin-offs soon becoming leading books in their fields because of a circulation that automatically tops long-established books. "Nothing comes even close in circulation. In the automotive field,

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DeLorean shopping for agency

By LOUIS A. FANELLI

NEW YORK—Attention, small agencies with strong creative credentials. An estimated $10,000,000 car account will be yours if you can convince maverick auto builder John Z. DeLorean that your creativity can sell his new sports car.

Mr. DeLorean indicated his advertising needs last week during a press conference at the DeLorean Motor Co. offices here, where he spent approximately two hours discussing a new book he collaborated on and then withheld permission to print (AA, Nov. 12).

The book, "On a Clear Day You Can See General Motors. John Z. DeLorean's Look Inside the Automotive Giant," written by free lance writer J. Patrick Wright, purportedly takes a behind-the-scenes look at GM and its top execs. Mr. DeLorean spent 17 years with the automotive giant before leaving his $650,000 a year job as head of the Pontiac division.

• As president and chairman of DMC, he is looking for an agency to handle the advertising for his new $16,000 sports car. Half of the ad budget, he said, will come from the company, while the remaining half will be put up by the British government as part of its industrial development campaign.

To date, DMC has been contacted by approximately six agencies but it has not yet begun a review and will not be in a position to select an agency until the beginning of the year.

According to Bill Haddad, DMC's vp-planning, "We are looking for a good, small, talented agency that will spend time with us. We want one small enough so that we won't be a cog in a wheel."

Because of the car's price—

(Continued on Page 92)

Currently breaking on net spot tv and in teen magazines, new campaign for Love's Baby Soft body mist uses soft, romantic music and shy, tender glances to communicate its message. "In the beginning, there is Love's Baby ... the moment of discovery," the announcer says (AA, Oct. 22). ... James products.

NEWSPAPER
nutrition drive
3
AA MAR80
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last minute news

Miller Brewing shifts two brands to Ayer

MILWAUKEE—Miller Brewing Co. has reassigned two brands, one believed to be Oktoberfest (AA, Sept. 10), previously handled by Marschalk Co., to N W Ayer ABH. Earlier, rumors abounded that Philip Morris Inc. planned to drop Ayer from the Seven-Up business and switch it to Backer & Spielvogel, which handles other Miller business. The brewer declined comment and Ayer chairman Louis Hagopian added, "I have nothing to say," when asked for confirmation.

Paper-Mate conducting review for Flair

BOSTON—Gillette Co.'s Paper-Mate division is conducting a review for its estimated $3,500,000 Flair line account currently at BBDO. The incumbent reportedly is competing against McCann-Erickson, which has Paper-Mate's Eraser Mate pen, as well as another Interpublic shop, Marschalk. The three have prepared commericals that will be tested to decide the winner.

(Continued on Page 8)

'N.Y. News' clings to No. 1 spot

By LEAH ROZEN

NEW YORK—Dow Jones & Co. employes get to keep their $200 bonuses, even though it now appears that the company's *Wall Street Journal* still trails the *New York Daily News* as the nation's largest circulation newspaper.

Dow Jones mailed out $200 checks (minus tax withholdings) to nearly 2,600 employes two weeks ago, along with a letter from chairman Warren Phillips and president Ray Shaw. The letter said the checks were their way of saying "thanks for all you have done to enable the *Journal* to excel in so many ways."

The celebrating was due to a statement of ownership and circulation which all papers are required to file by law. Published in the Oct. 3 issue, the *Journal* statement said its circulation for the preceding 12 months had averaged 1,616,860 daily and that on Sept. 28, the date nearest to filing, circulation was 1,709,754. In its comparable statement, the *Daily News* could muster only 1,576,118 daily for the year and 1,660,997 for the date nearest filing.

• However, when the Audit Bureau of Circulations came out this month with its figures for the six months ending Sept. 31, the *News* was still on top with 1,607,040 average daily circulation to the *Journal's* 1,599,559 (putting the *News* ahead by 7,481 papers).

The *Journal's* top executives said the paper's second place finish "reflects our drop in circulation each summer as college subscriptions are suspended." Their assertion was backed up by the pattern in the *Journal's* ABC figures for the three preceding six-month periods: 1,636,254 as of March, 31, 1979; 1,493,387 as of Sept. 30, 1978, and 1,519,805 as of March 31, 1978.

The *News'* hanging-by-its-fingernails hold on the top spot makes it clear that the circulation slippage troubling the Tribune Co.'s tabloid has yet to be either halted or reversed. The latest (Sept. 30) ABC figures give the *News* a 1,607,040 daily circulation, down 2% (that's 29,214 papers) from the six-month period ending March 31. Just a scant year-and-a-half ago, the *News* showed daily circulation of 1,824,836 for the period ending March 31, 1978, which is 12% higher than current figures. (The Sept. 30, 1978, ABC figures were not used for comparative purposes for New York papers in this story; they were based on publisher's estimates due to the pressmen's strike that shut down New York's three major dailies for most of August, September and October in 1978.)

• Even more worrisome to *News* execs is Sunday circulation, which is sinking faster than daily circulation. The latest ABC figures put the *News'* Sunday circulation at 2,238,344, a 4% drop from 2,328,479 last March and 15.7% lower than March, 1978.

A *Journal* spokesman said the

(Continued on Page 91)

Nevin sees slow Firestone rebound

By JACQUES NEHER

CHICAGO—It's going to take a lot more than clever advertising to brighten Firestone Tire & Rubber Co.'s badly tarnished image, according to the company's new president, John J. Nevin.

"Image tends to come from people's own experiences with your product, not necessarily from what people read about you. The process of putting out products that perform well is the ultimate answer to improving that image," Mr. Nevin told ADVERTISING AGE in a phone interview from his home in Winnetka, Ill.

The-quality-goes-in-before-the-name-goes-on philosophy is a natural for Mr. Nevin, who quit as chairman of Zenith Radio Corp. last month (AA, Oct. 29) to take the second-highest position for the world's second-largest tire maker. He is heir-apparent to the position of chairman when Richard A. Riley retires in 16 months.

While acknowledging that "advertising is one of the very useful ways to communicate the features of your product and stimulate confidence," Mr. Nevin predicted it would take years of producing quality tires for the company to fully recover from its long drawn-out battle with the National Highway Traffic Safety Administration, which last year ended with the "voluntary" recall of all Firestone 500 radial tires—the largest and costliest ($234,000,000) recall in history. Last July, Firestone president Mario DiFederico took early retirement.

J. Nevin

Mr. Nevin, who moves into his new Akron office Dec. 1, admitted that he doesn't know much about the rubber industry, but noted: "With my automotive and marketing background I might be able to learn fast." Before Zenith, Mr. Nevin spent 17 years in planning and marketing with Ford Motor.

"I don't have a set of plans or attitudes or positions that I'm carrying into the job. It'll take some period of time to understand what is being done by hearing out the current management," he said.

The 52-year-old executive said he was "under the impression" that Firestone had suffered "no significant loss" of market share since the recall controversy, and emphasized therefore that the "highest priority" will be given to improving the company's profits.

However, according to industry sources, Firestone's share of the passenger replacement market decreased from 11.8% to 10.1% last year and Firestone is expected to register a similar percentage in 1979. Based on a total replacement market of about 135,000,000 tires, that loss translates into 2,295,000 tires, a good part of which is going to the rapidly expanding Michelin Tire Corp. Michelin's share of market increased from 4.4% to 5% last year and the French tire maker's share is expected to advance at least another percentage point in 1979.

Firestone's problems, however, did not adversely affect its business in the 53,000,000-unit original equipment market, where its share increased slightly to 23.5% last year. Goodyear Tire & Rubber Co.'s share of the market, on the other hand, dropped from 34% to 31.5%, although it still had a solid hold on the top spot. #

"It's the end of every excuse for not being fit," claims commercial for the Pollenex Inside Track computerized fitness machine. Introduced at the housewares show last summer (AA, July 16), the machine retails for about $250, and is getting its first ad drive beginning Nov. 26. The machine records time spent running or walking, distance and calories burned with digital readouts. McCann-Erickson, Chicago, is the agency.

Magnavision disc player rolls

By BOB MARICH

UNIVERSAL CITY, CAL.—The Magnavision Optical Videodise Player will stick to its test theme, "Magnavision. The world on a silver platter," for its planned national rollout next year.

The only consumer disc unit currently sold in the U.S. is now available in only two markets.

Besides movies, software will include sports and educational programs that consumers "don't see in commercial broadcasting," programing that can exploit Magnavision's slow motion and freeze frame capabilities, said an executive.

The Fort Wayne, Ind., unit of North American Philips, New York, produces the player while MCA Inc., the entertainment conglomerate here, is acquiring programing and manufacturing discs. Magnavox vp-advertising and pr Rita Hutner said the player, with a retail price tag of $775, will be in all major markets by the end of 1980, but she declined to specify the rollout pattern.

Retailers in New York and Chicago contacted by ADVERTISING AGE said that Magnavox promised delivery in January, but some expressed skepticism that the target date would be met. Los Angeles and San Francisco retailers are expecting the players around April.

If Magnavision does make its planned introduction date, it is likely to be a step ahead of RCA's SelectaVision videodisc system—whose marketing plans will be announced in early December. The RCA player, which has a stylus-in-groove pickup like a record player, is not compatable with the Magnavision system, which uses a laser beam to "read" discs. (Neither system has a record capability but both are expected to be less expensive than videocassette recorder systems.)

• Magnavox's agency, William Esty Co., New York, created the "silver platter" campaign which Ms. Hutner said was "very effective" in Atlanta and Seattle tests. Although Magnavox is conducting an agency review, expected to be concluded by February, Ms. Hutner said that "you can't just stop all activity" and intends to proceed with the rollout. The review involves all Magnavox product lines.

While declining to discuss ad expenditures or sales projections, Ms. Hutner said that local print and local tv is planned to back market-by-market introduction "because of the newness of the product, I feel a visualization [in print or tv] is necessary," she said.

MCA software—discs marketed under the consumer trade name of DiscoVision—will be sold simultaneously with the players because "one is no good without the other."

(Continued on Page 92)

highlights

Monday, November 19, 1979

The Soviet Union is promoting its Chervonets gold coin, hoping people don't find out where it comes from. *See Page 4.*

Arthur Treacher's Fish & Chips is aiming to turn around slumping sales with a giveaway Christmas promotion, improved stores and new menu items. *See Page 4.*

A chain that began as a self-service shoe store in Topeka is going to become part of a major department store chain. *See Page 6.*

Excellence in the creative product was stressed at an American Advertising Federation meeting in Phoenix. *See Page 10.*

Blue Ribbon Sports' Nike brand is for the first time being used on sports apparel, while its competitor, Adidas, prepares its most broadly based consumer advertising effort ever. *See Page 12.*

Cointreau is trying out a "separate country" approach to regions of the U.S. market, starting in Southern California. *See Page 18.*

Dancer Fitzgerald Sample offers brand franchise extension plan to uncover new product opportunities. *See Page 20.*

Alfred Hong finds retail sales growth and population growth are not always related. *See Page 24.*

A bread made with cottonseed kernels is on the market in Texas. *See Page 24.*

Frank Bennack Jr., Hearst chief, foresees 10 challenges for magazines in the 1980s. *See Page 28.*

Popular-price beauty bars are taking a cosmetics approach to marketing. *See Page 30.*

Museums New York, published by 23-year-old Larry Warsh, is set for December debut. *See Page 35.*

British entertainment conglomerate EMI plans to jump on the home video software bandwagon. *See Page 46.*

A device that deletes commercials from home video recordings is now on the market. *See Page 47.*

Franchellie Cadwell and Herman Davis probe why advertising agencies don't advertise themselves. *See Page 51.*

Harry Wayne McMahan reviews memorable product-as-hero commercials. *See Page 51.*

Gail Raphael remembers when writing ad copy was more fun. *See Page 54.*

Al Kaufman offers guidelines on how to create a successful tie-in promotion. *See Page 54.*

When American Cigar planned a sales incentive trip to Greece, it also had to plan how to sustain interest for a year, writes Mort Elliot. *See Page 56.*

Integrated Sound Systems has landed a few clients wanting to test its "sound compression system," which speeds up contents of commercials without creating a "chipmunk" effect. *See Page 58.*

Warranty rules may be eased by the FTC. *See Page 59.*

Scientific American president and publisher Gerald Piel is "publisher of the year." *See Page 62.*

Carlsberg beers are the focus of new marketing effort by Century Importers, which picked up the line last spring. *See Page 66.*

An FTC official urges more study before the commission decides whether antacid ads should include dosage and side effect warnings now required only on package labels. *See Page 94.*

Norton Simon Inc. chairman David Mahoney tells shareholders the Max Factor subsidiary sustained a $16,000,000 loss in fiscal 1979. *See Page 96.*

Section 2

The growth of chains, more sophisticated technology and plans to boost advertising are presenting new challenges to the newspaper industry. Section 2/Newspapers examines these and other topics, beginning opposite Page 46.

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Vol. 50, No. 49—Advertising Age (ISSN:0001 8899) is published weekly except semiweekly the second week in March, the first week in September and the third week in December at 740 N. Rush St., Chicago, Il. 60611. Second class postage paid at additional mailing offices.

Magazine Advertising Data September, 1979

Ad expenditures:
Sept. '79—$234,362,078
Sept. '78—$215,144,803
Increase: +9%

Ad pages:
Sept. '79—10,803.30
Sept. '78—10,691.41
Increase: +1%

Top Ten Advertisers	1979	1978	% Change
R. J. Reynolds Industries Inc	$11,910,169	$ 5,865,208	+103%
Philip Morris Inc	6,315,488	4,008,005	+ 58
Seagram Co. Ltd	5,142,422	4,691,320	+ 10
Loews Corp	4,077,085	2,121,328	+ 92
B.A.T. Industries Ltd	3,699,908	1,930,223	+ 92
Procter & Gamble Co	3,575,137	3,103,694	+ 15
General Foods Corp	3,233,088	2,792,105	+ 16
American Broadcasting Cos	3,070,919	3,557,362	- 14
Time Inc	2,804,294	2,349,781	+ 19
CBS Inc	2,780,459	3,098,702	- 10

Top Ten Product Categories	1979	1978	% Change
Cigarets & tobacco	$28,149,287	$15,884,081	+ 77%
Toiletries & cosmetics	19,515,365	15,267,247	+ 28%
Beer, wine & liquor	17,074,552	13,814,555	+ 24
Business & consumer services	15,911,239	15,066,362	+ 6
Publishing & media	14,836,971	16,278,226	- 9
Food & food products	13,445,804	15,157,390	- 11
Apparel & footwear	12,204,972	11,644,126	+ 5
Retail &/or direct-by-mail	11,709,307	12,158,678	- 4
Travel, hotels & resorts	8,676,780	7,654,826	+ 13
Automotive	7,872,663	11,869,782	- 34

SOURCE: PIB/LNA Magazine Analysis Service covers 102 consumer magazines constituting about 90% of consumer magazine ad dollars. It is compiled and published for Publishers Information Bureau by Leading National Advertisers Inc.

Vcr device that deletes ads now on the market

VASHON, WASH.—A small electronics company here has started marketing a device called The Editor that it says automatically deletes most tv commercials from home videocassette recordings.

"Eliminate commercials automatically with The Editor," says print advertising in video enthusiast magazines.

The company, Shelton Video Editors, has sold about 1,000 devices in two months, priced at $250 each, and plans to boost production to 3,000 units per month, according to Keith Hodson, vp. Mr. Hodson said there are no plans to expand the in-house-created print campaign to general publications because the product is receiving much publicity in the press.

Shelton offers a one-year warranty and 14-day money back terms on mail order sales for The Editor, which also is sold over-the-counter.

▪ The device, which Mr. Hodson said "is approximately 95% effective," is triggered by the screen fading to black with no audio, which occurs before a commercial break. About half the size of a cigar box, The Editor restarts recording once it determines that commercials have ended.

"One of the drawbacks is that once the commercials end, there is up to a 30-second delay before the machine starts recording again," Mr. Hobson said. "So some programing is deleted."

He added that the device reads advertisements by "hunting for certain perimeters which commercials fall into" such as standard lengths of 10, 30 and 60 seconds.

▪ Mr. Hobson also said that "it is very close to impossible" for a fade to black and no audio in the middle of programs to trip the device because of refinements made in testing. The "principle" of The Editor has been patented and at least one imitator has been stopped through legal action from nearly duplicating the device, Mr. Hobson added. #

Okla. Publishing forms film, tv production unit

Oklahoma Publishing Co., Oklahoma City, whose holdings include newspapers, magazines and the Gaylord group of tv and radio stations, has established a Los Angeles-based motion picture and tv production company. Gaylord Productions plans to develop feature films, tv movies, miniseries, pilots and specials and syndicated tv programs under Elmo Williams, exec vp in charge of production. Edward L. Gaylord, president and chairman, Oklahoma Publishing, is chairman-ceo of the production company while James Terrell, exec vp, Gaylord Broadcasting, is president.

Survey finds third-party card use up

NEW YORK—Retailers, especially specialty stores, experienced an increase in third-party credit card transactions in 1978, according to a National Retail Merchants Assn. survey of its 35,000 members.

In all department stores with sales more than $1,000,000, 3.08% of 1978 sales—compared with 2.14% in 1977—were made via non-private label credit cards, such as Visa and Master Charge. Department stores with sales between $1,000,000 and $2,000,000 had the largest percentage of third party transactions—18.15%.

Specialty stores with sales more than $1,000,000 increased such transactions from 8.3% of total sales in 1977 to 9.96% of total sales in 1978. Specialty stores with more than a $5,000,000 volume attributed 10% of their sales to these cards. #

The first campaign for Nestle Co.'s cookie mixes by N W Ayer ABH positions the line as "a cookieful of taste." Tv spots aimed at mothers show children singing the praises of the four different cookie varieties—sugar, oatmeal, chocolate chip and peanut butter.

Reynolds holds its lead

NEW YORK—R. J. Reynolds Industries continued its streak as the leading magazine advertiser in September, a month when ad expenditures rose 9% and ad pages climbed 1%.

Reynolds, which upped its magazine budget 103% to almost $12,000,000, has held the top spot for seven of the preceding nine months. In April, Reynolds relinquished the lead to General Motors and in June to Seagram Co. In both those months it held second place.

Philip Morris Inc., which had been the third or fourth largest magazine spender every month this year, advanced to second place, with a 58% budget hike. In August, it had been No. 3.

Seagram slipped to the No. 3 spot, though the liquor marketer increased its magazine advertising budget 10%. Loews Corp., parent company of cigaret maker Lorillard, moved up two spaces to the fourth slot with a 92% increase, a percentage increase matched by B.A.T. Industries, which held fifth place. B.A.T. owns Brown & Williamson Tobacco.

▪ Procter & Gamble slid two notches to sixth place, although the nation's leading advertiser increased its magazine expenditures by 15%. With a similar increase (16%), General Foods Corp. moved from the eighth to seventh slot.

Time Inc. raised its magazine expenditures 19% over last year to advance one position to ninth place.

Oddly, American Broadcasting Cos. and CBS Inc., the eighth and 10th leading magazine advertisers, respectively, were the only advertisers of the top 10 to trim their magazine budgets: ABC by 14%; CBS by 10%. Both were absent from the August top 10 list. In joining the biggest advertisers in September, they force American Brands and General Motors Corp. off the list.

Cigarets & tobacco was the top product category once again, as well as having the greatest percentage hike—77%. Toiletries & cosmetics remained the second largest category after spending 28% more in magazines this September than the category had spent in September, 1978. Beer, wine & liquor spent 24% more and were the third largest product category again.

▪ The automotive group, which had the largest magazine advertisers in March, April and May, tumbled from fourth to last place in September. The car dealers and manufacturers also cut their magazine spending 34% from September, 1978.

Eighth-place retailers & direct marketers also cut back 4%, while fifth-place publishing & media trimmed magazine advertising by 9% and sixth-place food & food products cut back by 11%.

Data in the accompanying chart was compiled by the Leading National Advertisers for the Publishers Information Bureau and ADVERTISING AGE. #

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Over the last 60 years, millions of young men have learned how to dream in the Jaycees, then translate those dreams into action. Men such as Gerald Ford, Charles Lindbergh, Warren Burger, Hubert Humphrey . . .

Today there are 385,000 of those "dreamers" realizing their potential in 9,200 communities around the country. They are philanthropists for the young and aged. They are opinion-leaders for the progressives and conservatives. They are fundraisers for the retarded and handicapped. They are social benchmarks for the Joneses and the folks next door.

Here's how these pragmatic leaders stack up:

$21,027	Mean Income
28.8	Average Age
27%	Self-employed
47%	Contact Government Officials

For more information on these young men and how you can talk directly to them, contact:

National Advertising Office
FUTURE MAGAZINE
1270 BROADWAY
NEW YORK, N.Y. 10001
(212) 564-4285

APPLEBAUM
10-30 NORTHERN BOULEVARD • LONG ISLAND, N.Y. 11101
800-221-0448 Phone (212) 786-0100
SALES AGENTS WANTED

Ranked by circulation

Newspaper groups: The top 25

The growth of newspaper groups has been the talk of newspaper industry in recent years. Listed here are the nation's 25 top groups, as determined by daily circulation. Sources for the figures are the Newspaper Advertising Bureau and the Audit Bureau of Circulations FAS-FAX Report, March 31, 1979. In cases where March 31 data were unavailable, figures were taken from the *Editor & Publisher 1979 Year Book*.

Knight-Ridder Newspapers (1)

One Herald Plaza
Miami, Fla. 33101
Alvah H. Chapman Jr., President

Dailies—35
Sunday—23
Circulation—3,746,591, daily; 4,546,328, Sunday
Holdings—Flagship: *Miami Herald*. **California:** *Long Beach Independent, Long Beach Press-Telegram, Pasadena Star-News, San Jose Mercury, San Jose News*. **Colorado:** *Boulder Daily Camera*. **Florida:** *Boca Raton News, Bradenton Herald, Tallahassee Democrat*. **Georgia:** *Columbus Enquirer, Columbus Ledger, Macon News, Macon Telegraph*. **Indiana:** *Gary Post-Tribune*. **Kansas:** *Wichita Beacon, Wichita Eagle*. **Kentucky:** *Lexington Herald, Lexington Leader*. **Michigan:** *Detroit Free Press*. **Minnesota:** *Duluth Herald, Duluth News-Tribune, St. Paul Pioneer Press, St. Paul Dispatch*. **New York:** *Journal of Commerce* (New York). **North Carolina:** *Charlotte Observer, Charlotte News*. **North Dakota:** *Grand Forks Herald*. **Ohio:** *Akron Beacon Journal*. **Pennsylvania:** *Centre Daily News* (State College), *Philadelphia Daily News, Philadelphia Inquirer*. **South Dakota:** *Aberdeen American-News*. **Washington:** *Seattle Times, Walla Walla Union-Bulletin*.
Other media holdings—Newspapers: 12 nondailies. **News services:** Commodity News Services, Knight-Ridder News Service. **Television:** WJRT, Flint, Mich.; WPRI, Providence, R.I.; WTEN, Albany, N.Y.

Gannett Newspapers (2)

Lincoln Tower
Rochester, N.Y. 14604
Allen H. Neuharth, Chairman and President

Dailies—79
Sunday—52
Circulation—3,429,620, daily; 3,268,505, Sunday
Holdings—Flagship: *Rochester Times-Union, Rochester Democrat & Chronicle*. **Arizona:** *Tucson Citizen*. **California:** *Oakland Tribune, Salinas Californian, San Bernardino Sun, Stockton Record, Visalia Times-Delta*. **Colorado:** *Fort Collins Coloradoan*. **Delaware:** *Wilmington News, Wilmington Journal*. **Florida:** *Cocoa Today, Fort Myers News-Press, Pensacola Journal, Pensacola News*. **Guam:** *Pacific Daily News* (Agana). **Hawaii:** *Honolulu Star-Builetin*. **Idaho:** *Idaho Statesman* (Boise). **Illinois:** *Danville Commercial-News, Rockford Star & Register-Republic*. **Indiana:** *Lafayette Journal & Courier, Marion Chronicle-Tribune, Richmond Palladium-Item*. **Iowa:** *Iowa City Press-Citizen*. **Kansas:** *Coffeyville Journal*. **Louisiana:** *Monroe World, Monroe News-Star, Shreveport Times*. **Michigan:** *Battle Creek Enquirer & News, Lansing State Journal, Port Huron Times Herald*. **Minnesota:** *Little Falls Transcript, St. Cloud Times*. **Missouri:** *Springfield Leader & Press, Springfield News*. **Nebraska:** *Fremont Tribune*. **Nevada:** *Reno Evening Gazette, Reno State Journal*. **New Jersey:** *Bridgewater Courier News, Camden Courier-Post*. **New Mexico:** *Santa Fe New Mexican*. **New York:** *Binghamton Press, Binghamton Sun-Bulletin, Elmira Star-Gazette, Elmira Sunday Telegram, Ithaca Journal, Mamaroneck Times, Mount Vernon Argus, New Rochelle Standard-Star, Niagara Falls Gazette, Nyack-Rockland Journal-News, Ossining Citizen Register, Port Chester Item, Poughkeepsie Journal, Saratoga Springs Saratogan, Tarrytown News, Utica Observer Dispatch, Utica Press, Westchester Today, White Plains Reporter Dispatch, Yonkers Herald Statesman*. **Ohio:** *Chillicothe Gazette, Cincinnati Enquirer, Fremont News-Messenger, Marietta Times, Port Clinton News-Herald*. **Oklahoma:**

Sedate years

(Continued from Page S-51)

owners who are not as solidly based," says Jay Smith, business manager of the *Dayton Journal Herald* and *Daily News*, both owned by Cox Enterprises, Atlanta. "Chain ownership gives editors more strength against advertiser pressure, and thus a more stable base on which to stand."

Some feel as Donald Dwight, publisher of the *Minneapolis Star* and *Tribune*, does when he says: "The jury is still out."

Mr. Dwight, who confesses to having some "negative" feelings about more concentration, says he worries about the bottom line of the balance sheet mitigating against community concerns. On the other hand, he believes group ownership enhances newspapers' abilities to compete with other media.

■ To Gordon Phillips, director of promotion and public relations of the *Los Angeles Times*, it is difficult to make generalizations. "In some cases, large companies can and do substantially improve the newspapers they acquire," he says. "In other instances, this is not true." Mr. Phillips' view reflects the content of a lengthy article run last year in his paper and written by the *Times'* media reporter, David Shaw, about the effect chains have had on individual newspapers.

However they feel about acquisitions, newspaper execs do agree on one thing: There will be more of them.

One other thing they agreed on—and with less hesitancy—is the ability of computer technology to gobble up more and more functions of the newsroom, production and circulation. Even the tv show "Lou Grant" has switched from clacking typewriters to beeping computer terminals.

The technology basically comes in two parts. One is in the composing and press rooms, where newspaper execs see the possibility of having a story or ad go from its source virtually directly onto a page. Some of this would involve direct transmission of ads, via satellite, from the advertiser or agency to the newspaper.

■ The other part is the advent of transmission of news and ads directly to the consumer through home computer terminals or tv sets, an idea that has gone past early experimental stages.

The spinoffs of these developments, of course, would be far reaching. Innovations in composition and production would improve speed and reproduction qualities, making newspapers a more atiractive buy for advertisers. Press room capabilities would enable the newspaper to be circulated with more demographic precision. A paper's ad staff would be able to use computer analysis to improve their sales pitches.

■ The specter of over-reliance on technology, possibly creating fundamental problems in the relations between the various operations of a newspaper, is of lesser concern. "I feel the emphasis," says William Keating, president and publisher of the *Cincinnati Enquirer*, "will be switched to use computers as a management tool rather than a production machine." Computer technology, indeed, may already be showing its financial value through the much revered efficiency it produces.

Yet there are problems today that cut deeply into the industry's heart. One of them—certainly one widely discussed within the industry—is the slipping clutch newspapers have had on national advertising dollars. Measuring about 7.7% of the total in 1978, the rate is hardly where many marketing execs at newspapers would like it to be, 10% and above.

■ Retail advertising, of course, has been the backbone of the industry, but more national ad dollars would help secure a better position newspapers have *vis a vis* other media, especially tv. One problem here, however, has been the inability of newspapers, with their various sizes and ad structures, to agree on the best way to meet the problem.

Newsplan, a method of offering discounted rates to national advertisers who run a block of ads, is emerging as a promising solution. Newspaper marketing execs are looking at it with guarded optimism, underscoring their hope that newspapers and advertisers and agencies can work out their differences.

Mr. Phillips of the *Los Angeles Times* is particularly high on the plan. "The publicity [it has received] is very richly deserved," he says, "because nearly 900 newspapers have changed their national advertising price structures in an effort to make themselves more uniform and attractive to the national advertiser. Never before have newspapers been able to act in such a widespread uniform manner."

Mr. Dwight of the Minneapolis papers believes that the key is the need for the newspaper industry to "standardize and simplify national ad buying." And, as many of these execs intimate, Newsplan is just a start with which they will meet the new decade.

■ What that decade promises to deliver is somewhat discernible by the developments of the last few years of the '70s. The business end of newspapers has been through much—much more advertising, much more plant and equipment investment and much more concentration of financial power.

This, it seems, is where the action is today. It is perhaps more than coincidental that of all sections of newspaper editorial coverage the one that has grown the most, especially among bigger papers, is the business section. Not only have newspapers been expanding their coverage of the business world, but also their involvement in that world itself has grown. ●

There is more to Georgia than Atlanta. . .the
GEORGIA GROUP
(AND PLAINS)
AUGUSTA • COLUMBUS • MACON • SAVANNAH
The combined SMSA figures for the Georgia Group newspapers rank consistently in the top SMSA's in the country.

EFFECTIVE BUYING INCOME (000)

47. New Haven-Waterbury	4,456,131
48. Memphis	4,367,891
49. GEORGIA GROUP	$4,318,606
50. Greensboro-High Point-W.S.	4,298,350

Source: Sales Management Survey of Buying Power, 1977

THE GEORGIA GROUP
Represented by
BRANHAM Newspaper Sales
KNIGHT RIDDER Advertising Sales

QUICK-NAME THE SOUTH'S FASTEST GROWING MARKET. WRONG!

If you named any place but Charlotte, North Carolina, you made a big mistake.

In a recent poll of the region's 34 largest SMSAs conducted by South magazine, Charlotte was ranked #1 in growth.

From November, 1977, to November, 1978, Charlotte gained:
6429 new jobs
280 new plants or expansions
$305 million invested
$38 million in added payroll.

And to reach the south's fastest growing market, we've got the media answer — The Charlotte News and The Charlotte Observer. 90.7% penetration in Mecklenburg County with a 66.8% penetration for the metro area.

It's the perfect combination — the south's fastest growing market and the market's largest morning and afternoon papers.

For more information, contact Gene Williams, Vice President and Advertising Director, at 704/374-7087 or contact your local Knight Ridder representative.

Now, when someone asks you where the action is in the southeast...try not to look too smug.

Source: Circulation '78-'79 / March 1978 ABC

THE CHARLOTTE NEWS
The Charlotte Observer

Muskogee Phoenix & Times Democrat. **Oregon:** *Salem Oregon-Statesman, Salem Capital Journal.* **Pennsylvania:** *Chambersburg Public Opinion, New Kensington-Tarentum Valley News Dispatch.* **South Dakota:** *Sioux Falls Argus-Leader.* **Tennessee:** *Nashville Tennesseean.* **Texas:** *El Paso Times.* **Vermont:** *Burlington Free Press.* **Virgin Islands:** *St. Thomas Daily News.* **Washington:** *Bellingham Herald, Olympia Daily Olympian.* **West Virginia:** *Huntington Advertiser, Huntington Herald-Dispatch.*

Other media holdings—Newspapers: 18 nondailies. **News services:** Gannett News Service. **Magazines:** *Virgin Islander.* **Radio:** KIIS (am, fm), Los Angeles; KSDO (am), KEZL (fm), San Diego; WVON (am), WGCI (fm), Chicago; WWWE (am), WDOK (fm), Cleveland; WDEE (am), WCZY (fm), Detroit; KSDO (am), KCFM (fm), St. Louis. **Television:** KARK, Little Rock; KTAR, Phoenix; KBTV, Denver; WXIA, Atlanta; WPTA, Fort Wayne, Ind.; WLKY, Louisville; KOCO, Oklahoma City.

Newhouse Newspapers (3)

Court & Plain Sts.
Newark, N.J. 07101

Dailies—29
Sunday—21
Circulation—3,214,306, daily; 3,488,932, Sunday
Holdings—Alabama: *Birmingham News, Huntsville Times, Huntsville News, Mobile Press, Mobile Register.* **Louisiana:** *New Orleans Times Picayune, New Orleans States-Item.* **Massachusetts:** *Springfield Union, Springfield News, Springfield Republican.* **Michigan:** *Ann Arbor News, Bay City Times, Flint Journal, Grand Rapids Press, Jackson Citizen Patriot, Kalamazoo Gazette, Muskegon Chronicle, Saginaw News.* **Mississippi:** *Mississippi Press, Mississippi Press Register* (both in Pascagoula). **Missouri:** *St. Louis Globe-Democrat.* **New Jersey:** *Jersey City Journal, Newark Star-Ledger.* **New York:** *Staten Island Advance, Syracuse Herald-Journal, Syracuse Post-Standard.* **Ohio:** *Cleveland Plain-Dealer.* **Oregon:** *Portland Journal, Portland Oregonian.* **Pennsylvania:** *Harrisburg Patriot, Harrisburg News.*

Other media holdings—News services: Newhouse News Service. **Magazines:** *Parade,* Conde Nast publications (*Brides, Gentlemen's Quarterly, Glamour, House & Garden, Mademoiselle, Self*). **Radio:** WAPI (am, fm), Birmingham, Ala.; WSYR (am, fm), Syracuse; WTPA (fm), Harrisburg. **Television:** WAPI, Birmingham, Ala.; KTVI, St. Louis; WSYE, Elmira, N.Y.; WSYR, Syracuse; WTPA, Harrisburg, Pa.

Tribune Co. (4)

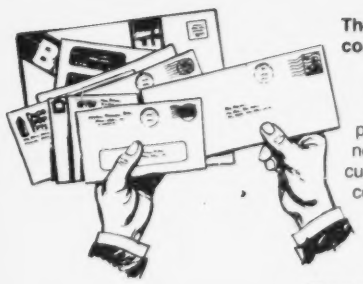
435 N. Michigan Ave.
Chicago, Ill. 60611
Stanton R. Cook,
President

Dailies—9
Sunday—6
Circulation—3,128,739, daily; 4,168,766, Sunday
Holdings—Flagship: *Chicago Tribune.* **California:** *Escondido Times-Advocate, Peninsula Times Tribune* (Palo Alto), *Valley News* (Van Nuys). **Florida:** *Fort Lauderdale News, Fort Lauderdale Sun*

(Continued on Page S-54)

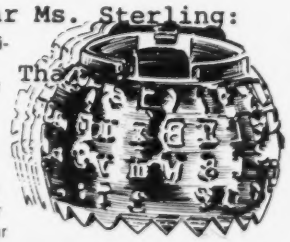
If you know your prospects' names . . .

send them personal letters!

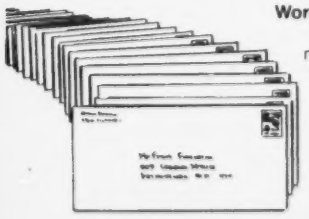


There's no other form of marketing communication that works as well. Your message comes across on a one-to-one level. One identified person talking to another. That's probably the way you communicate now with a select few prospects and customers. Wouldn't it be great if you could send a *personally typed* letter to everyone on your mailing lists?

Dear Ms. Sterling:



Now you can use this powerful communications tool to reach hundreds . . . thousands . . . of your prospects. Wordex makes it possible. We're not talking about computer letters, offset letters, chesire labels . . . or anything else with the obvious mass-produced look that gets lowest priority for reading time. We produce individually typed, addressed and signed letters on your letterhead. Every one looks exactly as if your secretary typed it and you signed it.



Wordex can do everything . . . including affixing stamps and mailing. And we'll maintain your lists, track performance and handle follow-up. All for significantly less than it would cost you to do it yourself.

Personalized communication commands attention . . . and gets response. Wordex will personalize your communications to all your lists, whatever the size. Call or write for complete information on Wordex services.

Let WORDEX work for you.

Wordex Corporation • 39-40 Route 4 Fairlawn, N.J. 07410 • (201) 794-1010
New York City: (212) 724-5113 **Boston Area:** (617) 277-7676

THE 2-BILLION DOLLAR WOMAN.

She's alive and well and living in the Greater Miami Latin Market

That' right! She's Latin.
And she's affluent. As a matter of fact, she's worth $2-billion each and every year.

$2.2-billion, to be exact*. For that is the aggregate annual income of the more than half-million Spanish-speaking people making up the Greater Miami Latin Market.

Being affluent, this 2-billion dollar woman spends a lot of money. On food. On fashion. On jewelry. On cosmetics. On decoration. On her home. On her kids. On her husband. On her whole family.

Oh!, yes, she's very much family-oriented. Her activities revolve around her whole family. And it's a large family, averaging 3.4 members per household*

But for you--the advertising decision-maker-- the most important aspect of this 2-billion dollar woman is that she speaks and reads in Spanish. Not only does she speak and read it, but she lives, breathes and thinks in Spanish. Therefore, she makes her buying decisions in Spanish.

And the place she goes to every day to get help in making those buying decisions is DIARIO LAS AMERICAS. The No. 1 Spanish-language daily newspaper. Particularly oriented to her and her family.

Make sure you get your fair share of this 2-billion dollar woman. Reach her by advertising in DIARIO LAS AMERICAS

*Source: "Dade Latin Market 1978" Strategy Research Corporation

DIARIO LAS AMERICAS

The Spanish-language daily newspaper
Founded July 4, 1953

26 YEARS OF CONTINUOUS DAILY PUBLICATION

For additional information call (305) 633-3341
Or write: Advertising Department, DIARIO LAS AMERICAS
3900 N.W. 79th Street, Miami, Florida 33141

Top groups in the nation

(Continued from Page S-53)

Sentinel, Orlando Sentinel Star. **New York:** New York Daily News. **Other media holdings—Newspapers:** 10 nondailies. **News services:** Chicago Tribune-New York Daily News Syndicate. **Radio:** KGNR (am), KCTC (fm), Sacramento, Cal.; WICC (am), Bridgeport, Conn.; WGN (am), Chicago. **Television:** KWGN, Denver; WGN, Chicago; WPIX, New York.

Dow Jones & Co. (5)

22 Cortlandt St.
New York, N.Y. 10007
Warren H. Phillips,
Chairman and President

Dailies—20
Sunday—8
Circulation—2,082,187, daily; 291,510, Sunday
Holdings—National: *Wall Street Journal*. **Connecticut:** *Danbury News-Times*. **Massachusetts:** *Beverly Times, Gloucester Times, Cape Cod Times* (Hyannis), *New Bedford Standard-Times, Newburyport News, Peabody Times*. **Michigan:** *Traverse City Record-Eagle*. **Minnesota:** *Mankato Free Press, Owatonna People's Press*. **Missouri:** *Joplin Globe*. **New York:** *Middletown Times Herald-Record, Oneonta Daily Star, Plattsburgh Press-Republican, Port Jervis Union-Gazette*. **Oregon:** *Medford Mail Tribune*. **Pennsylvania:** *Sharon Herald, Pocono Record* (Stroudsburg), *Sunbury Daily Item*. (All except the *Wall Street Journal* are with Ottaway Newspapers, Campbell Hall, N.Y., a subsidiary of Dow Jones.)
Other media holdings—Newspapers: *Asian Wall Street Journal, Asian Wall Street Journal Weekly* (New York). **News services:** Dow Jones News Service, AP-Dow Jones. **Magazines:** *Far Eastern Economic Review*.

Times Mirror Co. (6)

Times Mirror Square
Los Angeles, Cal. 90053
Franklin D. Murphy,
Chairman

Dailies—6
Sunday—4
Circulation—1,886,016, daily; 2,272,076, Sunday
Holdings—Flagship: *Los Angeles Times*. **California:** *Orange Coast Daily Pilot* (Costa Mesa). **Connecticut:** *Greenwich Time, Stamford Advocate*. **New York:** *Newsday*. **Texas:** *Dallas Times Herald*.
Other media holdings—News service: Los Angeles Times-Washington Post News Service. **Magazines:** *Golf, How-To, Outdoor Life, Popular Science, Ski, Sporting News*. **Television:** KTBC, Austin, Tex.; KDFW, Dallas-Fort Worth.

Scripps-Howard Newspapers (7)

1100 Central Trust Tower
Cincinnati, O. 45202
Charles E. Scripps,
Chairman

Dailies—17
Sunday—7
Circulation—1,848,092, daily; 1,580,798, Sunday
Holdings—Alabama: *Birmingham Post-Herald*. **California:** *Fullerton Daily News Tribune*. **Colorado:** *Rocky Mountain News* (Denver). **Florida:** *Hollywood Sun-Tattler, Stuart News*. **Indiana:** *Evansville Press*. **Kentucky:** *Covington Post*. **New Mexico:** *Albuquerque Tribune*. **Ohio:** *Cincinnati Post, Cleveland Press, Columbus Citizen-Journal*. **Pennsylvania:** *Pittsburgh Press*. **Puerto Rico:** *San Juan Star*. **Tennessee:** *Knoxville News-Sentinel, Memphis Press Scimitar, Memphis Commercial Appeal*. **Texas:** *El Paso Herald-Post*.
Other media holdings—Newspapers: 21 nondailies. **Radio:** WNOX (am), Knoxville; WMC (am, fm), Memphis. **Television:** WPTV, Palm Beach, Fla.; WCPO, Cincinnati; KBMA, Kansas City; WEWS, Cleveland; KTEW, Tulsa, Okla.; WMC, Memphis.

Hearst Corp. (8)

959 Eighth Ave.
New York, N.Y. 10019
William Randolph Hearst Jr.,
Editor-in-Chief

Dailies—13
Sunday—9
Circulation—1,402,311, daily; 2,166,260, Sunday.
Holdings—California: *Los Angeles Herald-Examiner, San Francisco Examiner*. **Illinois:** *Edwardsville Intelligencer*. **Maryland:** *Baltimore News-American*. **Massachusetts:** *Boston Herald-American*. **Michigan:** *Huron Daily Tribune, Midland Daily News*. **New York:** *Albany Times-Union, Albany Knickerbocker News*. **Texas:** *Midland Reporter-Telegram, Plainview Herald, San Antonio Light*. **Washington:** *Seattle Post-Intelligencer*.
Other media holdings—Magazines: *American Druggist, Colonial Homes, Cosmopolitan, Good Housekeeping, Harper's Bazaar, House Beautiful, Motor, Motor Boating & Sailing, Popular Mechanics, Science Digest, Sports Afield, Town & Country*. **Radio:** WBAL (am), WIYY (fm), Baltimore; WTAE (am), WXKX (fm), Pittsburgh; WAPA (am), San Juan, P.R.; WISN (am), WLPX (fm), Milwaukee. **Television:** WBAL, Baltimore; WTAE, Pittsburgh; WISN, Milwaukee.

Cox Enterprises (9)

P.O. Box 4689
Atlanta, Ga. 30303
Garner Anthony,
Chairman

Dailies—15
Sunday—10
Circulation—1,144,546, daily; 1,175,325, Sunday
Holdings—Flagship: *Atlanta Journal, Atlanta Constitution*. **Arizona:** *Mesa Tribune*. **Colorado:** *Grand Junction Daily Sentinel*. **Florida:** *Miami News, Palm Beach News, Palm Beach Post-Times*. **Ohio:** *Dayton Daily News, Dayton Journal Herald*. **Texas:** *Austin American-Statesman, Longview Daily News, Longview Journal, Lufkin News, Port Arthur News, Waco Tribune Herald*.
Other media holdings—Newspapers: 3 nondailies.

Thomson Newspapers, U.S. (10)

65 Queen St. West
Toronto Ontario
K. R. Thomson,
President

Dailies—67
Sunday—29
Circulation—1,089,889, daily; 657,746, Sunday
Holdings—Alabama: *Dothan Eagle, Opelika News*. **Arizona:** *Douglas Dispatch*. **Arkansas:** *Fayetteville Northwest Arkansas Times*. **California:** *Barstow Desert Dispatch, Eureka Times-Standard, Lancaster-Antelope Valley Ledger-Gazette, Oxnard Press-Courier, San Gabriel Valley Daily Tribune* (West Covina), *Siskiyou News* (Yreka). **Connecticut:** *Ansonia Evening Sentinel*. **Florida:** *Key West Citizen, Marianna Jackson County Floridian, Orange Park Clay Today, Punta Gorda Herald-News*. **Georgia:** *Cordele Dispatch, Dalton Daily Citizen-News, Valdosta Daily Times*. **Illinois:** *Mount Vernon Register-News*. **Indiana:** *New Albany Tribune*. **Iowa:** *Council Bluffs Nonpareil, Oelwein Daily Register*. **Kansas:** *Leavenworth Times*. **Louisiana:** *Lafayette Daily Advertiser*. **Maryland:** *Salisbury Daily Times*. **Massachusetts:** *Fitchburg-Leominster Sentinel & Enterprise, Taunton Daily Gazette*. **Michigan:** *Adrian Daily Telegram*. **Minnesota:** *Albert Lea Evening Tribune, Austin Daily Herald*. **Mississippi:** *Laurel Leader-Call*. **Missouri:** *Cape Girardeau Southeast Missourian, Carthage Press*. **New Hampshire:** *Portsmouth Herald*. **New York:** *Herkimer Evening Telegram, Newburgh Evening News, Oswego Palladium-Times*. **North Carolina:** *Rocky Mount Evening Telegram*. **Ohio:** *Canton Repository, Coshocton Tribune, East Liverpool Evening Review, Greenville Daily Advocate, Lancaster Eagle-Gazette, Marion Star, Middletown Journal, Newark Advocate, Piqua Daily Call, Portsmouth Times, Salem News, Steubenville Herald-Star, Xenia Daily Gazette, Zanesville Times Recorder*. **Oklahoma:** *Ada Daily News*. **Pennsylvania:** *Connellsville Courier, Greenville Record-Argus, Hanover Evening Sun, Kittanning Leader-Times, Lock Haven Express, Meadville Tribune, Monessen Valley Independent*. **South Dakota:** *Mitchell Republic*. **Virginia:** *Petersburg Progress-Index*. **West Virginia:** *Fairmont Times, Fairmont West Virginian, Weirton Daily Times*. **Wisconsin:** *Fond du Lac Reporter, Manitowoc Herald-Times-Reporter*.
Other media holdings—Newspapers: 5 nondailies.

New York Times Co. (11)

229 W. 43rd St.
New York, N.Y. 10036
Arthur Ochs Sulzberger,
Chairman

Dailies—10
Sunday—6
Circulation—1,058,808, daily; 1,608,260, Sunday
Holdings—Flagship: *New York Times*. **Florida:** *Gainesville Sun, Lake City Reporter, Lakeland Ledger, Leesburg Commercial, Ocala Star-Banner, Palatka News*. **North Carolina:** *Hendersonville Times News, Lexington Dispatch, Wilmington Star*.
Other media holdings: Newspapers: 4 nondailies. **News services:** New York Times News Service. **Magazines:** *Family Circle, Australian Family Circle, Better Homes & Gardens* (Australia), *Golf Digest, Golf World* (United Kingdom), *Tennis, Us*. **Radio:** WQXR (am, fm), New York. **Television:** WREG, Memphis.

Capital Cities Communications (12)

485 Madison Ave.
New York, N.Y. 10022
Thomas S. Murphy,
Chairman

Dailies—6
Sunday—4
Circulation—1,022,138, daily; 1,390,058, Sunday
Holdings: Illinois: *Belleville News-Democrat*. **Michigan:** *Oakland Press* (Pontiac). **Missouri:** *Kansas City Times, Kansas City Star*. **Pennsylvania:** *Wilkes-Barre Times Leader-News Record*. **Texas:** *Fort Worth Star-Telegram*.
Other media holdings—Newspapers: *Women's Wear Daily, Daily News Record, American Metal Market, HFD-Retailing*

Syracuse.

If it plays here, it'll play everywhere.

The old stars of vaudeville used to make an observation you'll appreciate:

"If it plays in Syracuse, it'll play everywhere."

That's the show business way of saying the Syracuse market is full of critical, discerning consumers who correlate to the national profile.

In short, it's the perfect test market.

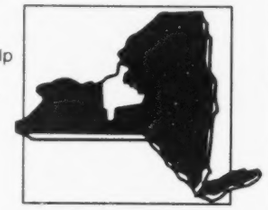
Manageable size. A strong, stable economy. Two strong daily papers, morning and evening, and a powerhouse Sunday edition — a combination that delivers 87% penetration of the SMSA. TV affiliates for all three networks. And 19 AM and FM radio stations in the metro area. There is excellent media balance and isolation with no spill-in and very little waste. From a media buyer's viewpoint, Syracuse is ideal.

In addition, you'll find demographics that are easily projectable to the national average. And a median household income only $874 above the national average.

Ask any of the nation's top food marketers. They've made Syracuse the #13 market in the country for total food lineage.

Or ask any old vaudevillian.

We'll do everything we can to help you have a successful test. Just ask. Call The Syracuse Newspapers at 315/473-7765.



Sources: 1979 Survey of Buying Power, ARBITRON, Media Records & Belden CMS Oct. Dec. 1978

The Syracuse Newspapers

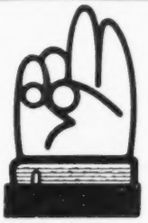
THE POST-STANDARD, MORNINGS. HERALD JOURNAL, EVENINGS. SUNDAY HERALD AMERICAN.

For the third year in a row The Daily Breeze is 2nd in total advertising linage among all 21 of L.A. County's daily paid newspapers!

NEWSPAPER	RETAIL	CLASSIFIED	TOTAL
L.A. Times	54,389,000	37,435,000	104,975,000
DAILY BREEZE	23,145,374	17,709,000	42,948,626
Long Beach IP-T	17,856,000	14,635,000	37,534,000
San Gabriel Valley Tribune	13,666,856	13,850,886	28,827,610
Herald Examiner	7,984,000	3,856,000	15,010,000

Source: Editor & Publisher 1978 report of newspaper linage; Scripps League research comparative newspaper linage report, 1978.

The Daily Breeze — #1 in Circulation: 102,636, #1 in Sales Results, #1 Newspaper Buy in Southwest Los Angeles County!



The Daily Breeze

5215 Torrance Blvd., Torrance, Calif.
90509 (213) 540-5511

A Copley Newspaper. Represented nationally by Sawyer-Ferguson-Walker Co., Los Angeles Sales Office, (213) 850-0777, ask for Ted Kenessey. P.O. Box 2368, Toluca Lake Station, No. Hollywood, Calif., 91602

Home Furnishings, Energy User News, Footwear News, Supermarket News, Electronic News, Metalworking News, W. **Magazines:** *International Medical News Group* (controlled circulation—*Family Practice News, Internal Medicine News, Obstetrics-Gynecology News, Pediatric News, Clinical Psychiatry News, Skin & Allergy News), Men's Wear, Metal/Center News.* **Radio:** KPOL (am), KZLA (fm), Los Angeles; WJR (am, fm), Detroit; WPAT (am, fm), Paterson, N.J.; WROW (am, fm), Albany, N.Y.; WKBW (am), Buffalo; WPRO (am, fm), Providence, R.I.; WBAP (am), KSCS (fm), Fort Worth. **Television:** KFSN, Fresno; WTNH, New Haven, Conn.; WKBW, Buffalo; WTVD, Raleigh-Durham, N.C.; WPVI, Philadelphia; KTRK, Houston.

Cowles Newspapers (13)

Register & Tribune Co.
715 Locust St.
Des Moines, Ia. 50304
David Kruidenier,
President

Star & Tribune Co.
425 Portland Ave.
Minneapolis, Minn. 55488
John Cowles Jr.,
Chairman

Dailies—10
Sunday—7
Circulation—1,027,191, daily; 764,561, Sunday
Holdings—Cowles Newspapers comprises papers held by two autonomous organizations, the Register & Tribune Co. and the Star & Tribune Co. **Register & Tribune—Flagship:** *Des Moines Register, Des Moines Tribune.* **Tennessee:** *Jackson Sun.* **Wisconsin:** *Waukesha Freeman.* **Star & Tribune—Flagship:** *Minneapolis Star, Minneapolis Tribune.* **Idaho:** *South Idaho Press* (Burley). **Montana:** *Great Falls Tribune.* **New York:** *Buffalo Courier-Express.* **South Dakota:** *Rapid City Journal.*
Other media holdings—Newspapers: Register & Tribune—2 nondailies. Star & Tribune—17 nondailies. **Magazines:** Star & Tribune—*Harper's.* **Radio:** Register & Tribune—KLAK (am), KPPL (fm), Denver; KYXI (am), KGON (fm), Portland; WIBA (am, fm), Madison, Wis. **Television:** Register & Tribune—KHON, Honolulu; KAII, Wailuku, Hawaii; WQAD, Moline, Ill. Star & Tribune—KTVH, Wichita; WDRB, Louisville.

Central Newspapers (14)

307 N. Pennsylvania St.
Indianapolis, Ind. 46206
Nina M. Pulliam,
President

Dailies—7
Sunday—4
Circulation—795,428, daily; 798,377, Sunday
Holdings—Arizona: *Arizona Republic* (Phoenix), *Phoenix Gazette;* **Indiana:** *Indianapolis Star, Indianapolis News, Muncie Star, Muncie Press, Vincennes Sun Commercial.*

News America Publishing (15)

730 Third Ave.
New York, N.Y. 10022
Rupert Murdoch,
Chairman

Dailies—3
Sunday—1
Circulation—781,287, daily; 183,865, Sunday
Holdings—New York: *New York Post.* **Texas:** *San Antonio Express, San Antonio News.*
Other media holdings—Newspapers: 17 nondailies. **Magazines:** *New West, New York, The Star, Village Voice.*

Freedom Newspapers (16)

625 N. Grand St.
Santa Ana, Cal. 92711
C.H. Holles,
Chief Executive Officer

Dailies—29
Sunday—15
Circulation—740,835, daily; 682,011, Sunday
Holdings—Flagship: *Santa Ana (Cal.) Register.* **California:** *Anaheim Bulletin, LaHabra-Brea Star-Progress, Marysville-Yuba City Appeal-Democrat, Porterville Recorder, Turlock Journal, Victorville Press.* **Colorado:** *Colorado Springs Gazette-Telegraph.* **Florida:** *Fort Pierce News Tribune, Fort Walton Beach Playground Daily News, Panama City News-Herald.* **Indiana:** *Crawfordsville Journal-Review, Seymour Tribune.* **Nebraska:** *Columbus Telegram.* **New Mexico:** *Clovis News Journal.* **New York:** *Hornell Tribune, Wellsville Reporter-Spectator.* **North Carolina:** *Burlington Times-News, Gastonia Gazette, Jacksonville News, Kingston Free Press, New Bern Sun-Journal.* **Ohio:** *Bucyrus Telegraph-Forum, Lima News.* **Texas:** *Brownsville Herald, Harlingen Valley Star, McAllen Monitor, Odessa American, Pampa News.*

Washington Post Co. (17)

1150 15th St. N.W.
Washington, D.C. 20071
Katharine Graham,
Chairman

Dailies—3
Sunday—2
Circulation—728,521, daily; 909,423, Sunday
Holdings—Flagship: *Washington Post.* **New Jersey:** *Trenton Times.*
(Continued on Page S-56)

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An industrywide problem

Shortage of newsprint creates a drag

BY BARBARA BONHAM

CHICAGO—The current tight paper supply is a fact of life for newsprint-hungry publishers throughout the U.S. The shortage is the combined result of an increased demand for newsprint caused by a strong growth in advertising pages, a number of pulp and paper mill strikes in the western U.S. and eastern Canada and the lagging pace of new plant capacity coming on-stream to meet demand.

Most industry analysts agree that the current newsprint crunch will continue through next year and ease off in the early '80s as several new paper mills reach top production capacity.

▪ Statistics from the American Newspaper Publisher's Assn., Washington, indicate that the average newspaper's inventory for the first half of 1979 amounted to only a 27-day supply, with another seven-day supply in transit. Last year, most papers had a 38-day supply available.

Nick Nocella of ANPA said, "The newsprint is there, but you can't always get at it."

The Canadian paper industry makes about two-thirds of the newsprint used in the U.S. Recently, Canadian supplies have been crimped by a strike at a mill in New Brunswick and by short strike-enforced closings in British Columbia.

These labor problems have forced many publishers to dip into overseas newsprint, especially paper from Sweden, Finland and Japan. The *Wall Street Journal* said that 1979 was the first year of significant buying from overseas suppliers since 1976.

Newsprint from Japan has been unloaded on docks in Los Angeles, and newsprint from Finland has been delivered to both San Francisco and Los Angeles. According to the U.S. Census Bureau, Charleston, New Orleans, Houston and San Diego have also received newsprint from overseas.

Newspaper publishers are paying high prices for overseas paper. Although purchasers won't disclose the actual costs, estimates run as high as $550 per ton, almost $200 more than the estimated going rate.

With U.S. newspapers posting strong gains in advertising linage, analysts forecast more buying from overseas. The amount may reach 100,000 tons in 1979, and it is convincing evidence of a seller's market. If the 100,000-ton level is reached, it will be the biggest year for foreign newsprint makers since 1974, when 213,000 tons came to the U.S. from suppliers other than Canada.

▪ In addition to buying from overseas, publishers are purchasing newsprint from each other, when possible, and paper mills are digging into their rapidly depleting inventories to meet customer demands.

A major result of the newsprint shortage is the rising cost of newsprint from North American suppliers. On Nov. 1, Canada's Abitibi Paper Co., one of the world's largest producers of newsprint,, raised prices from $345 to $375 per ton. On Oct. 1, Consolidated Bathurst Ltd. announced that a similar price increase went into effect, and on the same day, Great Northern Nekoosa imposed an 8% price increase on most major products. Industry analysts predict similar newsprint cost increases will spread throughout the country.

A case study in inflation is the *Chicago Tribune's* history of newsprint purchasing. In 1974, the *Tribune* paid $203 per ton of newsprint. The price rose to $259 in 1975 and $285 in 1976. Today the paper pays about $375 per ton.

Prices may continue to soar, but the problem of newsprint availability should level off. New mills are being started in a number of states, including Georgia and Washington. Because of the new mills, newsprint production in the U.S. and Canada is expected to climb 3.9% in 1980, 4.5% in 1981 and 5.6% in 1982. The American Paper Institute, New York, predicts that the annual demand for newsprint is expected to rise by only 2.5% in the same time period.

▪ Most newspaper publishers seem resigned to coping with the shortage. Robert M. Hunt, president and publisher of the *New York Daily News*, emphasized that the paper shortage is affecting all publications, and both coated and uncoated stocks. "It is forcing management to find ways to creatively reduce waste," he said.

Smaller newspapers are also feeling the crunch. John Dewy of the purchasing department of Gannett Newspapers in Rochester, N.Y., sees the shortage as something newspapers will just have to live with.

Dick Suthers, *Chicago Sun-Times* newsprint manager, believes the blame for the shortage isn't completely in the mills' hands. "Some publishers played a hand in their current shortage by reducing their inventories in 1977 in an attempt to reduce their cash flow and be cost conscious," Mr. Suthers said. He predicted that the shortage will ease around July.

Currently, the *Sun-Times*, like most other major publications, is trying to be economical mechanically. The paper is also making sure that no space is wasted between columns and that newsprint-saving policies are enforced in the pressroom.

▪ The *Los Angeles Times* feels the shortage only moderately because the paper owns mills, which provide 75% of the newspaper's annual paper supply. However, one official said the *Times* is also trying to control waste carefully and eliminate nonpaid subscriptions.

Ironically, the current economic slowdown probably won't help ease the paper shortage. There are few signs of a slowdown in demand for newsprint, and most paper mills are running at full capacity. Demand for newsprint is still far greater than the available supply. It will probably take several new mills and a couple of years before the situation clears. #

Barbara Bonham, a free lance writer living in Chicago, has been a contributor to Graphic Arts Monthly and the Printing Industry.

Top newspaper chains

(Continued from Page S-55)

Washington: *Everett Herald.*
Other media holdings—News services: Los Angeles Times-Washington Post News Service. **Magazines:** *Newsweek.* **Television:** WFSB, Hartford, Conn.; WJXT, Jacksonville; WPLG, Miami; WDIV, Detroit.

Evening News Assn. (18)

615 Lafayette Blvd.
Detroit, Mich. 48231
Peter B. Clark,
Presiden.

Dailies—8
Sunday—1
Circulation—685,256, daily; 828,052, Sunday
Holdings—Flagship: *Detroit News.* **California:** *Indio Daily News, Palm Springs Desert Sun.* **New Jersey:** *Milville Daily, Vineland Times-Journal.*
Other media holdings—Newspapers: 3 nondailies. **Radio:** WWJ (am, fm), Detroit. **Television:** WALA, Mobile, Ala; KOLD, Tucson, Ariz.; WDVM, Washington; KTVY, Oklahoma City; KVUE, Austin, Tex.

Copley Newspapers (19)

7776 Ivanhoe Ave.
La Jolla, Cal. 92037

Helen K. Copley,
Chairman

Dailies—9
Sunday—6
Circulation—648,091, daily; 639,415, Sunday
Holdings—Flagship: *San Diego Union, San Diego Evening Tribune.* **California:** *San Pedro News Pilot, Torrance Daily Breeze.* **Illinois:** *Aurora Beacon-News, Elgin Courier News, Joliet Herald-News, Springfield State Journal-Register, Wheaton Daily Journal.*
Other media holdings—Newspapers: 20 nondailies.

Lee Enterprises (20)

130 E. Second St.
Davenport, Ia. 52801
Lloyd G. Schermer,
President

Dailies—19
Sunday—12
Circulation—590,486, daily; 604,366, Sunday
Holdings—Illinois: *Decatur Herald, Decatur Review, Kewanee Star-Courier, Southern Illinoisan* (Carbondale). **Iowa:** *Quad City Times, Mason City Globe-Gazette, Muscatine Journal, Ottumwa Courier.* **Kansas:** *Kansas City Kansan.* **Montana:** *Billings Gazette, Butte Standard, Helena Independent-Record, Missoula Missoulian.* **Nebraska:** *Lincoln Star.* **North Dakota:** *Bismarck Tribune.* **Oregon:** *Corvallis Gazette-Times.* **Wisconsin:** *LaCrosse Tribune, Racine Journal Times, Wisconsin State Journal* (Madison).
Other media holdings—Magazines: *Equine Events, Wisconsin.* **Radio:** WTAD (am), WQCY (fm), Quincy, Ill. **Television:** KGMB, Honolulu; KHQA, Quincy, Ill.-Hannibal, Mo.; KIMT, Mason City, Ia.; KOIN, Portland; WSAZ, Huntington-Charleston, W. Va.

***Tampa Tribune* and *Times*:** Media General.

Media General (21)

333 E. Grace St.
Richmond, Va. 23219
David Tennant Bryant,
Chairman

Dailies—6
Sunday—3
Circulation—581,088, daily; 539,412, Sunday
Holdings—Flagship: *Richmond Times-Dispatch, Richmond News-Leader.* **Florida:** *Tampa Tribune, Tampa Times.* **North Carolina:** *Winston-Salem Journal, Twin City Sentinel* (Winston-Salem).

Harte-Hanks Communications (22)

901 N.E. Loop 410
P.O. Box 269
San Antonio, Tex. 78291

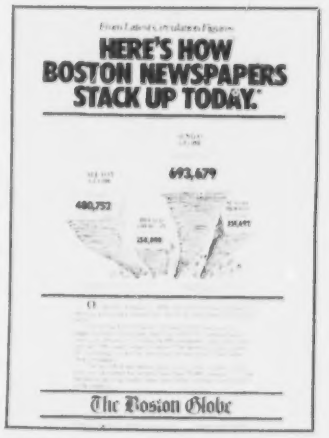
Houston H. Harte,
President

Dailies—28
Sunday—20
Circulation—540,621, daily; 535,532, Sunday
Holdings—Arkansas: *Malvern Daily Record, Russelville Courier-Democrat, Searcy Daily Citizen, Stuttgart Daily Leader.* **Massachusetts:** *South Middlesex News* (Framingham). **Michigan:** *Ypsilanti Press.* **New Jersey:** *Gloucester County Times* (Woodbury). **Ohio:** *Hamilton Journal-News.* **South Carolina:** *Anderson Independent, Anderson Mail.* **Texas:** *Abilene Reporter-News* (considered two daily papers), *Big Spring Herald, Bryan Eagle, Corpus Christi Caller, Corpus Christi Times, Corsicana Sun, Denison Herald, Greenville Herald-Banner, Huntsville Item, Marshall News-Messenger, Paris News, San Angelo Standard, San Angelo Times, Wichita Falls Record News, Wichita Falls Times.* **Washington:** *Yakima Herald-Republic.*
Other media holdings—Newspapers: 62 nondailies. **Magazines:** *Fashion Showcase, Radio & Records.* **Radio:** WSGN (am), Birmingham, Ala.; KOY (am), KQYT (fm), Phoenix; WLCY (am), WRBQ (fm), Tampa-St. Petersburg; KMJK (fm), Lake Oswego-Portland, Ore.; WEZI (fm), Memphis; KULF (am), KYND (fm), Houston; WRVA (am), WRVQ (fm), Richmond, Va. **Television:** WLTV, Jacksonville; WFMY, Greensboro, N.C.; KENS, San Antonio; KYTV, Springfield, Mo.

Independent Publications (23)

P.O. Box 8257
Philadelphia, Pa. 19101
Robert L. Taylor,
Chairman

Dailies—2
Sunday—2
Circulation—518,596, daily; 612,095, Sunday
Holdings—Flagship: *Philadelphia Bulletin.* **California:** *Santa Barbara News-Press.*



Boston Globe: Affiliated Publications.

Affiliated Publications (24)

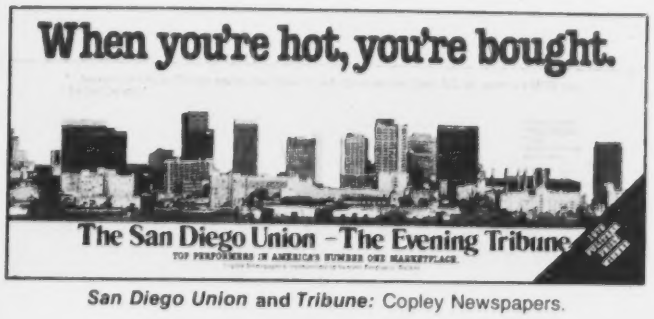
135 Morrissey Blvd.
P.O. Box 2337
Boston, Mass. 02107
William Davis Taylor,
President

Dailies—2
Sunday—1
Circulation—493,709, daily; 693,679, Sunday
Holdings—Massachusetts: *Boston Globe, North Adams Transcript.*
Other media holdings—Radio: WSAI (am, fm), Cincinnati; WFAS (am), WWYD (fm), White Plains, N.Y.; KRAK (am), KEWT (fm), Sacramento; KMTS (am, fm), Seattle; WHYN (am, fm), Springfield, Mass.

The Journal Co. (25)

333 W. State St.
Milwaukee, Wis. 53201
Donald B. Abert,
Chairman

Dailies—2
Sunday—1
Circulation—491,570, daily; 532,638, Sunday
Holdings—Wisconsin: *Milwaukee Journal, Milwaukee Sentinel.*



***San Diego Union* and *Tribune*:** Copley Newspapers.

Advertising pages in November consumer publications

Current and November, '78, figures for U.S., Canadian and foreign publications reporting to Advertising Age

Women's	Pages Nov. 1979	Nov. 1978	Jan.-Nov. 1979	Jan.-Nov. 1978
†§Bride's Magazine	160.8	153.3	1,297.5	1,071.4
§Cosmopolitan	239.0	230.4	2,239.8	1,940.9
Essence	82.0	91.0	811.0	76.0
§Family Circle	273.3	170.7	1,655.3	1,563.5
▲Family Health	35.3	25.3	291.2	278.9
§Good Housekeeping	235.3	233.2	1,816.3	1,892.9
Ladies' Home Journal	155.2	155.6	1,239.3	1,280.4
Lady's Circle	8.8	10.9	102.9	126.6
McCall's	147.5	176.8	1,232.3	1,430.4
†Modern Bride	124.4	125.9	1,204.1	1,213.5
Ms.	65.0	47.7	525.5	477.5
○New Woman	—	—	216.8	166.0
§Parents Magazine	68.6	74.7	577.9	523.6
Playgirl	37.4	33.2	408.6	339.5
Redbook	156.5	141.2	1,383.0	1,408.3
Self	47.0	—	475.2	—
Seventeen	115.4	101.1	1,299.2	1,237.1
*Talk	28.0	10.3	180.2	158.7
'Teen Magazine	50.1	40.3	494.5	511.2
§True Story	52.7	56.7	624.4	511.8
§Woman's Day	229.9	179.4	1,493.0	1,586.4
A. The Workbasket	49.5	47.5	306.8	285.7
Working Woman	45.3	29.8	309.6	230.5
Total Group	2,407.0	2,135.0	20,184.4	18,311.5

General				
▲ A.D. Publications	18.0	17.3	133.0	155.0
After Dark	42.3	39.0	388.8	364.9
Air Progress	33.6	21.8	272.8	242.1
American Forests	21.4	17.6	181.3	158.0
§American Legion	37.1	38.3	307.0	318.1
○Americana	37.5	43.0	192.1	190.2
Apartment Life	74.1	68.1	575.3	463.7
§▲Architectural Digest	157.5	124.5	1,041.2	910.7
§The Atlantic	32.8	29.6	328.5	317.0
○Audubon Magazine	46.4	40.0	217.6	181.8
§Bon Appetit	134.4	106.8	723.2	530.1
Book Digest	39.8	50.1	425.9	375.9
Christian Herald	58.3	59.8	428.0	422.8
Christian Life	33.3	35.0	326.7	329.5
*Christianity Today	80.5	69.1	616.0	499.5
Complete Men's Group	26.7	24.3	267.6	275.2
Country Journal	64.1	64.9	522.7	526.5
Creative Computing	76.8	42.7	658.1	193.4
▲Cuisine Magazine	62.1	44.6	377.4	271.5
Ebony	118.7	118.5	1,010.7	1,007.6
Elks Magazine	37.6	35.5	283.3	288.8
§Esquire	44.8	—	504.3	—
50 Plus	35.5	24.7	308.3	283.0
Flying	66.4	63.2	598.4	579.0
§Gentlemen's Quarterly	115.0	99.0	905.2	690.2
Golf Digest	65.2	61.4	874.6	946.3
§Golf Magazine	33.6	49.2	715.5	715.3
Gourmet	92.2	87.9	639.2	567.8
§Harper's Magazine	41.2	40.1	380.1	359.6
○Hi-Fi/Stereo Buyer's Guide	33.3	34.7	177.2	157.9
*High Fidelity	80.2	93.2	764.7	732.9
Income Opportunities	51.1	57.2	482.7	519.2
Kiwanis Magazine	22.2	18.3	199.3	152.1
Let's Live	104.0	90.0	1,035.3	923.8
Life	78.6	44.9	564.7	100.9
Lion Magazine	18.8	15.8	200.0	154.9
Modern Photography	132.3	131.6	1,379.0	1,341.9
§Money	95.8	84.6	777.3	761.5
Moneysworth	17.3	45.7	225.9	227.9
Moody Monthly	68.3	69.2	559.7	539.4
Moose Magazine	24.0	24.0	272.0	223.0
○Mother Earth News	66.9	52.6	289.0	287.7
National Geographic	44.8	52.5	371.4	347.3
National Jewish Monthly	34.1	38.5	284.8	344.2
National Lampoon	42.8	37.6	392.8	336.2
▲Natural History	53.7	51.6	419.5	400.7
Omni	51.1	26.6	403.1	83.5
§Oui Magazine	27.2	23.0	223.9	231.6
§Penthouse Magazine	96.9	76.0	807.2	687.6
Petersen's Photographic	52.3	64.7	547.5	630.2
Playbill	66.7	65.5	471.2	464.8
§Playboy	132.0	148.8	1,247.0	1,121.3
Popular Photography	153.6	169.2	1,722.6	1,728.8
Prevention	113.6	107.9	1,188.8	1,158.9
Psychology Today	84.2	85.9	653.5	692.9
▲Quest '79	43.7	39.2	272.6	242.2
§Reader's Digest	148.7	144.7	1,250.1	1,288.2
Rotarian	25.3	29.0	236.7	239.4
††Saturday Evening Post	45.6	39.4	353.2	296.9
Scientific American	113.0	106.2	941.9	824.6
Signature	71.0	61.6	516.2	447.3
F. Smithsonian	96.2	103.6	756.3	724.1
Stereo Review	93.5	107.2	847.6	896.5
Success Unlimited	24.0	34.0	381.6	386.8
Tennis Magazine	41.7	50.2	674.2	764.3
Town & Country	191.4	161.0	1,036.5	955.3
Travel/Holiday	55.0	50.6	529.5	448.6
Travel & Leisure	110.8	112.3	895.2	828.8
VFW Magazine	35.6	32.4	311.3	277.8
Weight Watchers	21.6	21.2	196.9	180.0
World Tennis	34.2	35.3	452.8	550.2
Writer's Digest	20.3	18.8	209.8	194.2
Yankee Magazine	172.0	160.8	1,149.8	1,166.0
Total Group	4,816.3	4,532.8	40,875.1	37,225.8

Arts & antiques				
○American Art & Antiques	54.9	47.5	281.8	135.5
American Artist	59.2	73.7	614.4	637.3
Antiques	165.2	152.3	1,523.2	1,427.4
Antiques World	54.5	56.5	524.8	56.5
▲Artnews	124.0	118.0	982.0	863.0
Total Group	457.8	448.0	3,926.2	3,119.7

Fashion & service	Pages Nov. 1979	Nov. 1978	Jan.-Nov. 1979	Jan.-Nov. 1978
Glamour	200.1	196.8	1,909.2	1,811.2
Harper's Bazaar	133.7	107.3	842.7	776.7
Mademoiselle	140.9	148.7	1,390.2	1,362.3
L'Officiel/USA	94.3	144.0	571.7	565.5
Vogue	271.1	246.6	2,137.1	1,984.7
Total Group	840.1	843.4	6,850.9	6,500.4

Home				
§Better Homes & Gardens	210.5	216.3	1,543.6	1,675.2
○Colonial Homes	48.5	—	264.5	211.0
○Decorating Showcase	28.3	22.4	112.9	85.8
▲Family Handyman	65.5	56.0	542.9	442.2
A. Flower & Garden	37.8	30.3	315.5	275.8
The Hometown Magazines:				
Dallas-Ft. Worth Home/Garden	60.8	24.3	446.8	—
Houston Home/Garden	130.4	137.5	1,221.2	1,152.2
Horticulture	24.0	30.3	327.2	352.2
House Beautiful	128.0	127.0	1,094.5	1,008.7
House & Garden	161.0	183.9	1,296.4	1,210.8
†Homeowners How-To	35.0	21.2	160.6	156.8
Hudson Home Guides	32.8	47.5	524.6	528.0
Living:				
○Dallas	123.9	100.0	724.3	667.7
○Houston	107.2	108.2	695.4	679.2
○Denver	93.0	81.2	522.8	472.7
‡Austin	—	—	131.9	126.9
‡San Antonio	36.6	33.2	111.8	91.3
○Phoenix	—	—	174.5	—
○Tampa	—	—	58.0	—
▲1001 Decorating Ideas	273.3	170.7	1,655.3	1,563.5
Organic Gardening	82.3	79.5	886.5	927.8
○Plants Alive	22.0	29.8	173.4	238.5
San Diego Home/Garden	29.9	—	79.6	—
Southern Living	183.1	194.1	1,500.8	1,541.0
§Sunset Magazine	173.1	186.5	1,529.2	1,596.8
○Texas Homes	93.0	62.6	518.0	258.2
○Workbench	76.7	72.6	374.5	359.7
Total Group	2,256.7	2,015.1	16,986.7	15,622.0

In-flight				
#Aboard Group	—	—	228.0	212.0
Air California	63.0	55.5	669.0	602.0
○Aloft/National Airlines	72.2	53.8	383.6	224.1
American Way	71.8	56.2	692.7	460.6
Braniff's Flying Colors	53.7	34.0	338.8	320.3
Delta Sky	59.5	—	511.8	—
East/West Network:				
○Air New England Flying Your Way	—	—	97.5	—
Eastern Review	103.6	102.5	931.6	768.9
Hughes Airwest Sundancer	—	88.8	840.0	817.2
Continental News Extra	85.1	80.6	817.2	647.1
Ozark Flightime	—	78.3	640.2	558.3
Pan Am Clipper	57.3	48.4	494.6	395.3
PSA California	138.2	133.8	1,321.1	1,094.6
Texas International/The Texas Flyer	84.3	30.3	734.4	286.1
United Mainliner	113.7	107.5	1,069.7	920.9
○Pace	19.7	13.8	119.2	78.4
Republic Scene	33.2	—	140.3	—
Southwest Airlines	70.4	44.7	573.2	502.8
USAir	39.8	—	150.9	—
Webb Publications:				
○Frontier Magazine	53.7	37.0	258.6	123.0
Passages	67.0	43.2	359.2	154.5
TWA Ambassador	74.9	50.4	637.5	434.7
Total Group	1,261.1	1,058.8	12,009.1	8,600.8

Metropolitan				
○Aloha	30.5	6.0	74.5	9.0
Atlanta	104.6	81.6	886.1	798.6
Baltimore	97.9	86.0	910.2	628.4
Bay Life	52.5	40.6	491.5	320.1
○Bay Views	34.3	34.5	359.5	269.9
Birmingham	28.9	28.0	342.1	360.3
Boston	142.1	123.3	1,127.8	982.8
Broward Life	49.4	49.4	502.1	442.2
Brown's Guide to Georgia	43.0	53.5	485.3	312.0
Central Florida Scene	30.5	29.2	182.9	172.1
○Charlotte	80.0	72.0	491.7	457.1
Chicago	201.4	200.8	1,646.5	1,586.5
○Chicago Elite	—	—	242.8	240.1
▼Chicago's North Shore	46.0	44.3	309.9	204.5
Cincinnati	84.2	71.8	611.5	579.5
Cleveland	86.3	116.0	881.7	1,010.5
Columbus Monthly	106.5	103.8	989.1	938.0
Connecticut	85.4	88.3	804.7	781.2
D/Magazine, Dallas/Fort Worth	137.2	137.4	1,180.9	1,185.7
Delaware Today	36.2	40.0	339.6	326.9
Denver Monthly	34.0	21.3	296.4	227.8
Monthly Detroit	50.8	67.0	428.9	296.0
Exclusively Yours Wisconsin	85.6	102.0	959.9	971.4
Gold Coast of Florida/-Indian River Life	116.5	109.4	1,062.9	824.9
Grand Rapids	31.0	15.7	285.0	194.5
Honolulu	116.9	112.9	872.2	752.2
Houston City	51.0	39.8	443.6	227.1
Indianapolis	35.5	30.5	347.8	349.4
Kansas City	27.5	24.4	352.9	297.2
Los Angeles	270.0	265.5	2,268.7	2,121.3
Madison	43.6	36.0	311.0	282.0
Mesa	52.8	—	362.7	88.0
Miami	61.9	44.4	545.5	413.2
Milwaukee Impressions	25.0	23.0	171.0	57.0
Mpls./St. Paul	85.8	60.9	594.5	423.0
Nashville!	22..1	206.3	775.7	800.2
New Jersey Monthly	89.0	83.3	730.9	588.1
New Mexico	33.3	23.9	246.7	201.6
New Orleans	56.5	65.0	552.8	538.6

	Pages Nov. 1979	Nov. 1978	Jan.-Nov. 1979	Jan.-Nov. 1978
Ohio	30.3	62.0	381.8	359.5
Omaha	36.7	23.8	289.5	186.4
Oregon	22.2	24.7	252.1	214.8
Palm Beach Life	55.4	50.7	497.5	384.9
Palm Springs Life	138.2	99.3	1,332.7	1,175.7
Philadelphia	193.2	197.9	1,618.5	1,652.1
Phoenix	126.6	85.3	1,048.2	724.0
Pittsburgh	57.7	72.8	555.2	559.2
Pittsburgher	32.3	31.8	303.8	287.0
Reno	9.2	—	86.2	—
○Roanoker	—	—	245.5	178.1
SA, The Magazine of San Antonio	46.5	37.7	365.3	346.7
Sacramento	37.6	57.6	370.8	509.0
St. Louis	136.0	116.0	1,092.0	942.0
San Diego	183.7	205.8	1,755.0	1,671.8
San Francisco	84.5	72.3	637.4	630.7
San Francisco Focus	22.2	30.7	245.3	254.9
○Sarasota Town & Country	46.5	51.0	248.6	241.8
▼Shenandoah Valley	20.0	—	36.0	—
Spokane	48.8	34.8	437.8	267.1
Texas Monthly	186.0	191.0	1,257.2	1,219.2
○Triad	—	—	123.3	75.2
Tucson	57.5	58.0	573.2	446.0
Washington Dossier	48.0	47.0	461.2	455.5
The Washingtonian	173.5	166.5	1,373.9	1,384.6
Westchester	56.7	55.0	486.5	534.4
Westchester Illustrated	57.0	36.3	435.4	336.5
Wichitan	63.9	55.8	619.0	348.1
Total Group	4,933.9	4,601.6	41,598.4	36,644.1

Movie-romance-radio-tv				
○Complete Women's Group	—	—	150.9	167.7
Ideal Women's Group:				
Daytime Stars	28.1	32.6	318.0	331.2
Intimate Story	27.7	33.5	320.7	347.4
Movie Life	—	30.5	258.6	320.2
○Movie Stars	—	32.6	147.8	328.5
Personal Romances	27.7	33.4	321.7	347.3
○Screen Stories	28.2	32.6	113.1	331.4
TV Star Parade	28.8	32.6	257.4	330.9
KMR Women's Group:				
Real Romances	11.0	15.7	149.4	160.1
Real Story	11.0	15.7	149.4	160.1
○Teen Bag	8.8	15.3	69.7	131.5
Macfadden's Women's Group:				
Modern Romances	33.7	35.2	402.5	342.2
Photoplay	35.6	33.4	397.8	308.5
Secrets	32.7	33.7	401.5	335.1
True Confessions	33.3	34.7	401.3	339.1
True Experience	32.7	33.7	399.5	336.3
True Love	32.7	33.7	400.5	335.3
True Romance	32.7	33.7	399.5	335.3
Sterling Women's Group:				
Daytime TV	30.8	32.2	348.4	351.9
Modern Love	—	31.8	301.2	330.9
Modern Screen	32.3	33.2	355.0	332.0
○Movie Mirror	32.3	33.2	193.2	359.6
Photo Screen	—	32.2	161.4	362.3
Real Confessions	30.8	31.8	332.0	328.9
TV Movie Screen	32.3	33.2	194.3	363.3
TV Picture Life	—	33.2	161.4	359.6
Total Group	563.2	773.4	7,106.2	8,076.6

Youth				
Boys' Life	26.2	20.4	250.1	271.3
Campus Life	51.3	37.7	358.1	303.4
††Scholastic Magazines	44.9	48.0	325.3	331.1
Total Group	122.4	106.1	933.5	905.8

Mechanics & science				
○Elementary Electronics	26.5	37.5	188.5	214.3
§Mechanix Illustrated	96.2	111.6	952.4	1,007.8
Popular Electronics	74.8	70.8	634.0	661.9
Popular Mechanics	133.4	137.4	1,332.4	1,316.3
§Popular Science	102.7	95.2	1,005.9	1,179.9
Total Group	433.6	452.5	4,113.2	4,380.2

Boating & yachting				
Boating	81.2	81.3	836.4	870.6
Cruising World	86.0	79.2	1,253.3	944.7
Motorboat	33.4	41.4	685.0	746.0
Motor Boating & Sailing	106.6	79.3	1,363.6	1,205.6
§Sail	112.2	100.5	1,469.7	1,505.3
§Sea	60.8	75.0	948.6	889.9
Trailer Boats	12.1	16.3	270.4	257.5
Yachting	163.1	160.3	2,086.7	2,039.3
Total Group	655.4	617.0	13,172.7	8,201.4

Automotive & recreational vehicles				
Car & Driver	80.9	84.8	805.2	735.2
Car Collector & Car Classics	25.4	19.2	278.3	189.4
Car Craft	49.3	46.5	676.6	706.3

§Sectional linage included but prorated to circulation of regional editions. *Sectional linage included but NOT prorated to circulation of regional editions. †Published 6 times a year. ○Published every other month. ▲Published 10 times a year. ††Published 9 times a year. ‡Published 3 times a year. #Published quarterly. ◇Published twice a month. ‡‡Published 7 times a year. ◇Published 11 times a year. ▼Published 8 times a year. **Published weekly. ▶Published every two weeks. A. Starting Nov. 79, combining Nov./Dec. and June/July issues. B. Preprinted inserts included. C. Includes Budget Decorating & Remodeling. D. Replaced Allegheny Flightime Sept. '79. E. Replaced Northliner July '79. F. Jan.-Nov. '79 is adjusted total. G. First issue Oct. '78. H. First issue Sept. '78.

(Continued on Page 80)

Advertising pages in November consumer publications

Current and November, '78, figures for U.S., Canadian and foreign publications reporting to Advertising Age

(Continued from Page 79)

	Pages			
	Nov. 1979	Nov. 1978	Jan.-Nov. 1979	Jan.-Nov. 1978
Choppers	11.5	14.5	140.8	148.0
○Custom Bike	—	21.6	194 9	246.7
Cycle	61.8	45.4	1,007.5	853.4
Cycle Guide	26.8	16.3	528.7	350.6
Cycle World	45.3	36.7	801.3	689.2
Dirt Bike	16.2	13.1	245.4	210.7
Dune Buggies & Hot Vw's	33.8	30.7	365.4	312.0
Family Motor Coaching	67.6	77.3	955.2	911.9
4 Wheel & Offroad	21.0	19.5	313.3	183.3
Four Wheeler	33.0	42.0	496.6	490.5
Hot Rod	41.8	52.9	594.1	595.3
Motocross Action	60.2	55.2	319.9	227.2
Motorcyclist	22.2	18.6	442.0	433.8
Motor Trend	57.2	58.7	494.8	545.8
††Motorhome Life	50.8	71.2	613.4	662.0
Pickup, Van & 4 WD	38.9	49.3	603.5	552.3
Road & Track	101.1	108.4	992.2	954.8
Touring Bike	8.3	12.0	183.2	100.3
Trailer Life	86.0	113.7	1,445.0	1,576.2
Van Pickup & Off-Road World	8.7	12.5	122.6	207.8
Woodall's Trailer & RV Travel Magazine	41.6	72.0	771.9	943.4
Total Group	989.4	1,092.1	13,391.8	12,826.1

Outdoor & sport

Alaska	49.5	49.5	484.4	443.8
○The American Handgunner	30.5	18.0	163.2	106.0
American Rifleman	36.0	40.6	367.5	412.0
○Archery World	41.0	41.3	214.0	246.3
○Backpacker	—	—	239.8	223.0
§Bass Master	41.4	48.5	371.5	362.9
††Bicycling	43.8	36.6	404.4	427.2
Camping Journal	19.6	29.7	242.5	234.9
Field & Stream	81.2	109.3	988.0	1,089.7
Fins and Feathers	27.0	15.6	378.9	249.9
○Fishing World	20.3	26.3	188.8	204.2
Florida Sportsman	57.9	46.9	668.4	481.1
‡‡Fly Fisherman	63.7	45.8	356.0	314.6
Fur-Fish-Game	42.0	37.2	302.4	309.0
Guns	37.7	35.9	323.6	324.9
Guns & Ammo	53.8	59.6	542.2	555.5
Horseman	33.2	35.5	364.4	439.2
Outdoor Life	73.8	82.8	917.0	1,056.6
Petersen's Hunting	31.2	36.5	326.8	322.5
The Runner	26.8	20.9	330.6	51.9
Runner's World	57.8	39.8	656.7	565.1
Salt Water Sportsman	39.3	37.8	610.5	550.6
Shooting Times	43.3	52.1	460.6	471.0
SkateBoarder	25.0	91.0	398.6	1,047.5
‡‡§Ski	133.5	150.5	491.4	495.3
‡‡Skiing	173.9	167.0	614.8	583.4
Skin Diver	48.9	53.9	650.5	574.4
○Southern Outdoors	43.5	35.7	346.3	240.7
§Sport	52.1	43.0	464.2	483.7
Sports Afield	75.4	89.1	883.3	720.2
▼Spray	52.6	41.3	410.8	288.5
Western Outdoors	22.2	23.9	256.1	330.2
Total Group	1,577.9	1,641.6	14,418.2	14,214.8

Comics

○Archie Comic Group	—	—	50.0	50.0
DC Comics	13.0	12.5	130.5	135.0
Harvey Comics Group	8.0	8.0	88.0	88.0
Marvel Comics Group	13.5	13.0	141.5	150.5
Total Group	34.5	33.5	410.0	423.5

Newspaper Magazines I

§Family Weekly	90.1	95.4	950.6	878.5
Parade	87.0	87.3	852.3	826.8
Total Group	177.1	182.7	1,802.9	1,705.3

Canadian National Weekend Magazines

B §Canadian Weekend	54.6	49.1	489.3	411.1
B Perspectives	70.7	58.2	456.7	415.1
Total Group	125.3	107.3	946.0	826.2

Canadian

L'Actualite	65.7	60.5	490.5	440.7
Chatelaine:				
§English Edition	124.1	105.2	875.7	691.7
French Edition	112.6	89.8	770.4	634.5
§Financial Post	57.1	38.5	395.7	269.8
▲§Flare	75.5	57.9	554.7	464.9
▲§Homemaker's Magazine:				
English Edition	112.5	131.3	764.4	800.9
French Edition	100.0	114.0	616.6	654.7
**§Macleans	140.7	126.1	963.4	861.4
§Quest Magazine	49.2	50.7	319.2	281.2
§Reader's Digest:				
Canada-English	137.9	131.9	956.7	909.8
Canada-French	108.3	124.0	855.3	837.6
Total	246.2	255.9	1,812.0	1,747.4
▲Saturday Night	54.8	66.5	365.9	339.4
Toronto Life	145.0	117.0	1,032.7	953.3
Total Group	1,283.4	1,213.4	8,961.2	8,139.9

Oct. pages

Business

Atlanta Business Chronicle	25.0	16.3	163.0	58.7
Barron's	231.3	193.5	1,643.1	1,381.1
Black Enterprise	58.1	64.8	451.9	392.5
§Business Week	654.5	618.3	4,163.0	4,002.1
Corporate Report	68.0	52.4	617.9	529.3
Crain's Chicago Business	77.7	34.4	440.4	117.9
Dun's Review	118.3	98.3	820.4	788.6
○Financial World	115.9	91.7	789.7	599.3
Florida Trend	66.7	66.0	585.2	574.9
○Forbes	337.8	337.9	2,157.9	1,815.9
§○Fortune	241.3	238.4	1,942.4	1,791.2
Houston Business Journal	152.6	139.3	1,213.3	1,020.7
§Inc. Magazine	60.3	—	344.5	—
§Industry Week	231.2	211.0	1,737.9	1,659.4
§Nation's Business	46.4	44.5	450.3	387.0
Outlook	37.6	36.5	376.7	233.0
The South	15.2	18.3	173.9	233.1
Texas Business	44.9	25.0	406.6	340.9
Total Group	2,582.8	2,286.6	18,478.1	15,925.9

Canadian

§Time-Canada	207.7	221.0	1,216.4	1,083.3

Newspaper magazines II

Boston Globe	165.0	208.2	1,361.8	1,433.0
Chicago Tribune	165.8	203.6	1,380.0	1,438.9
*Cleveland Plain Dealer	175.6	187.1	1,613.5	1,355.6
§Los Angeles Times Home Magazine	160.8	191.3	1,412.1	1,321.5
New York News	160.3	—	1,259.8	739.1
New York Times Magazine	447.2	—	3,424.8	2,082.6
Philadelphia Inquirer	96.0	121.7	905.9	906.2
Washington Post Magazine	132.5	176.1	1,123.7	1,375.8
Washington Star, Home/Life Magazine	78.3	72.7	672.4	680.8
Total Group	1,581.5	1,160.7	13,154.0	11,333.5

Weeklies, bi-weeklies, semi-monthlies

§Army Times Military Group:				
Air Force Times	188.5	171.9	1,553.3	1,495.8
Army Times	182.9	164.8	1,521.5	1,402.2
Navy Times	203.4	172.3	1,672.0	1,497.5
The Times Magazine	15.4	26.2	191.0	183.1
The Blood Horse	526.1	327.4	3,535.2	2,826.5
Circus Weekly	19.3	62.2	255.3	395.0
Commonweal	6.0	8.5	70.3	80.3
►Cue/New York	112.6	125.8	944.8	862.6
Golf World	26.4	23.6	559.2	535.1
§Grit	43.8	56.8	396.9	424.7
National Review	41.0	40.0	307.4	308.0
New York Magazine	259.3	414.7	1,723.3	1,876.3
New Yorker	592.2	564.8	3,091.7	3,030.4
§Newsweek	407.3	434.2	2,710.5	2,674.9
People Weekly	378.9	370.7	2,760.9	2,464.2
Rolling Stone	85.7	114.9	879.5	918.3
►§Saturday Review	71.3	56.3	533.4	464.4
Sporting News	78.9	59.0	610.0	463.0
§Sports Illustrated	343.6	380.2	2,223.9	2,358.2
§Time	378.0	435.0	2,461.0	2,519.0
§TV Guide	322.0	297.2	3,030.6	2,844.9
►Us Magazine	66.0	89.7	510.8	503.9
§U.S. News & World Report	259.5	260.9	1,633.6	1,608.2
Total Group	4,608.1	4,657.1	33,176.1	31,736.5

Foreign

Buenhogar:				
Mexico	90.7	76.2	616.5	444.0
Puerto Rico	21.2	19.5	196.2	138.3
Venezuela	53.2	65.0	407.2	440.5
Colombia	95.3	117.8	603.0	643.0
Peru	27.5	25.3	159.0	170.2
Central America	18.0	14.2	146.2	112.0
U.S.	9.8	12.7	99.7	101.7
Fascinacion:				
Mexico	12.2	11.2	89.8	94.3
Puerto Rico	1.8	0.2	11.2	7.8
Venezuela	17.8	23.0	115.5	190.8
Colombia	6.0	11.5	47.3	101.5
Central America	—	—	0.3	3.2
U.S.	2.0	2.0	28.0	29.2
Geomundo:				
Mexico	24.7	9.5	112.0	72.0
Puerto Rico	13.7	12.0	84.5	88.0
Venezuela	14.2	14.0	111.3	52.3
Colombia	19.2	24.5	146.2	127.5
Peru	13.7	9.0	62.0	46.0
Central America	11.7	8.0	61.3	34.0
U.S.	3.0	2.0	36.5	20.8
Hombre De Mundo:				
Mexico	39.0	19.8	199.0	119.0
Puerto Rico	17.0	17.5	166.0	82.3
Venezuela	24.5	17.8	136.7	93.8
Colombia	22.0	23.3	161.8	122.7
Peru	7.0	—	23.2	—
Central America	13.0	8.0	62.7	37.5
U.S.	7.0	5.3	68.8	41.0
Ideas Para Su Hogar:				
Mexico	12.0	5.0	80.5	14.2
Puerto Rico	5.8	3.3	31.8	6.5
Venezuela	10.5	10.7	117.0	53.8
Colombia	35.7	9.5	186.3	36.3
Peru	2.5	—	14.0	3.3
Central America	0.5	—	6.0	0.3
U.S.	1.0	—	5.5	0.3
G. Intimidades:				
Mexico	13.3	2.5	63.0	—
Puerto Rico	7.0	—	39.0	—
Venezuela	13.0	4.0	105.0	—
Colombia	4.0	—	10.0	—
Central America	2.0	—	5.0	—
U.S.	2.0	—	14.0	—
Mecanica Popular:				
Caribbean	36.3	37.8	305.5	278.2
Mexico	16.2	14.0	172.7	154.3
Argentine	9.8	5.0	42.8	41.0
H. The Ring en Espanol:				
Mexico	2.2	2.0	16.0	—
Puerto Rico	2.0	—	25.7	—
Venezuela	3.0	9.5	38.2	—
Colombia	—	1.0	4.2	—
Central America	—	—	2.2	—
U.S.	4.0	1.0	30.7	—
Vanidades Continental:				
Mexico	198.7	141.5	1,152.8	869.7
Puerto Rico	85.2	74.7	501.7	412.7
Venezuela	83.0	93.7	569.0	562.5
Colombia	163.7	168.8	862.8	801.2
Peru	36.2	33.8	221.2	193.5
Central America	48.8	36.2	276.3	191.7
U.S.	43.8	46.2	314.5	295.7
Cosmopolitan Foreign Editions:				
Australia	84.6	68.6	564.1	428.9
Brazil	75.0	35.0	274.0	190.0
France	121.0	79.0	702.0	534.0
Great Britain	215.0	172.0	1,271.0	1,026.0
Italy	38.0	31.0	312.0	173.0
Cosmopolitan en Espanol:				
Central America	7.8	8.7	67.5	57.5
Colombia	38.7	40.0	247.5	277.8
Mexico	86.8	59.0	560.0	389.5
Puerto Rico	30.0	30.0	257.8	207.3
U.S. (Spanish Language)	14.8	14.7	159.7	133.0
Venezuela	29.7	41.3	277.3	294.5
International Communications:				
African Business	15.9	6.5	217.7	23.5
The Middle East	66.3	68.9	544.1	493.1
New Africa	55.0	50.8	345.7	435.8
Al-Iktissad Al-Arabi	16.7	20.5	163.6	154.9
International Herald Tribune	126.8	124.7	920.2	972.8
International Management:				
Africa	31.2	22.0	196.7	190.3
Europe	74.8	49.8	407.8	365.2
Latin America	31.2	25.3	213.2	115.3
Middle East	51.2	47.2	334.2	372.7
Pacific	29.7	22.0	186.7	190.3
§Newsweek International:				
Atlantic	168.0	170.1	975.6	939.8
Latin America	42.7	—	303.2	—
Pacific	127.7	117.5	809.4	722.3
††Progreso	30.7	25.2	184.1	149.7
§Reader's Digest:				
Arabic	27.5	—	159.5	—
*Asian	323.3	29.2	2,250.3	429.0
Australian	83.7	62.0	606.2	483.7
Belgian-Flemish	102.0	95.8	782.4	675.2
Belgian-French	88.5	104.3	734.6	682.5
British	158.3	134.1	868.7	812.9
*Chinese	173.0	33.6	1,174.0	331.3
Danish	41.3	47.3	356.9	470.3
Dutch	120.3	89.3	551.9	482.8
Finnish	58.3	72.5	537.2	540.6
French	121.5	107.8	632.0	646.7
German	111.9	97.5	771.2	765.2
Iberian	48.0	36.5	354.1	333.0
Indian	146.5	83.5	881.0	719.3
Italian	83.0	87.0	547.0	612.5
Japanese	51.3	51.3	629.4	551.8
Korean	17.5	—	147.5	—
Latin America:				
Argentine	72.0	53.5	522.5	342.0
Brazil	15.9	16.4	111.4	122.4
Central America	30.5	32.0	200.5	230.0
Chile	31.0	23.0	226.5	199.0
Colombia	68.5	63.0	457.0	397.5
Ecuador	29.0	—	191.0	—
Mexico	54.7	41.2	411.3	281.0
Peru	10.5	10.0	83.5	83.0
Puerto Rico	21.0	17.5	140.5	108.5
U.P.B.	25.0	25.5	296.0	153.5
U.S. Spanish	22.0	20.5	156.0	15[illegible]
Venezuela	30.5	25.0	364.3	27[illegible]
Portugal	43.0	55.0	411.8	323.8
New Zealand	79.5	44.2	497.7	247.4
Norwegian	101.0	107.0	517.6	534.3
South African	122.0	83.5	720.5	750.0
Swedish	43.3	41.8	304.1	264.9
Swiss-French	43.0	53.0	301.0	315.0
Swiss-German	56.0	62.0	411.0	420.0
Canada-English	85.5	99.3	813.4	777.2
Canada-French	92.3	86.8	746.2	710.3
Total	2,832.1	2,091.9	20,681.2	15,083.6
§Time International:				
Time-Asia	781.4	651.8	938.1	799.0
Time-Atlantic	964.7	816.7	1,167.5	1,009.6
Time-Latin America	570.9	480.4	686.5	580.9
Time-South Pacific	203.4	206.8	1,345.6	1,129.9
►Visao	149.0	149.8	1,146.9	1,218.7
►§Vision/Latin America	57.6	52.9	391.1	406.6
Total Group	8,595.8	7,029.6	46,017.3	36,244.1